AUGUST 28, 1950

BROADCASTING TELECASTING

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AUG 29 1950
DETROIT

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TELECASTING
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The Newsweekly of Radio and Television.

$7.00 Annually
Issued Weekly

WLEE

IN RICHMOND NOW

5000

WATTS

More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.

TOM TINSLEY: *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

XUM

HOW TO HIT THE BULLSEYE IN VIRGINIA

The marksman who wins the prize is the one who hits dead center with every shot.
The bullseye in Virginia is the area some 75 miles around fast-growing Richmond
And this is the area where Havens & Martin stations, radio and television both, are fully appreciated and faithfully tuned. These First Stations of Virginia, pioneer outlets for NBC, are tailor-made for top advertising results throughout Virginia's first market. Your nearest Blair representative will tell you about WMBG, WTVR, and WCOD, how they tie in with your picture.

Havens & Martin Stations are the *only* complete broadcasting institutions in Virginia.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WCOD FM

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

HEADLEY - REED COMPANY

Announces

THE OPENING OF A

NEW ORLEANS

OFFICE

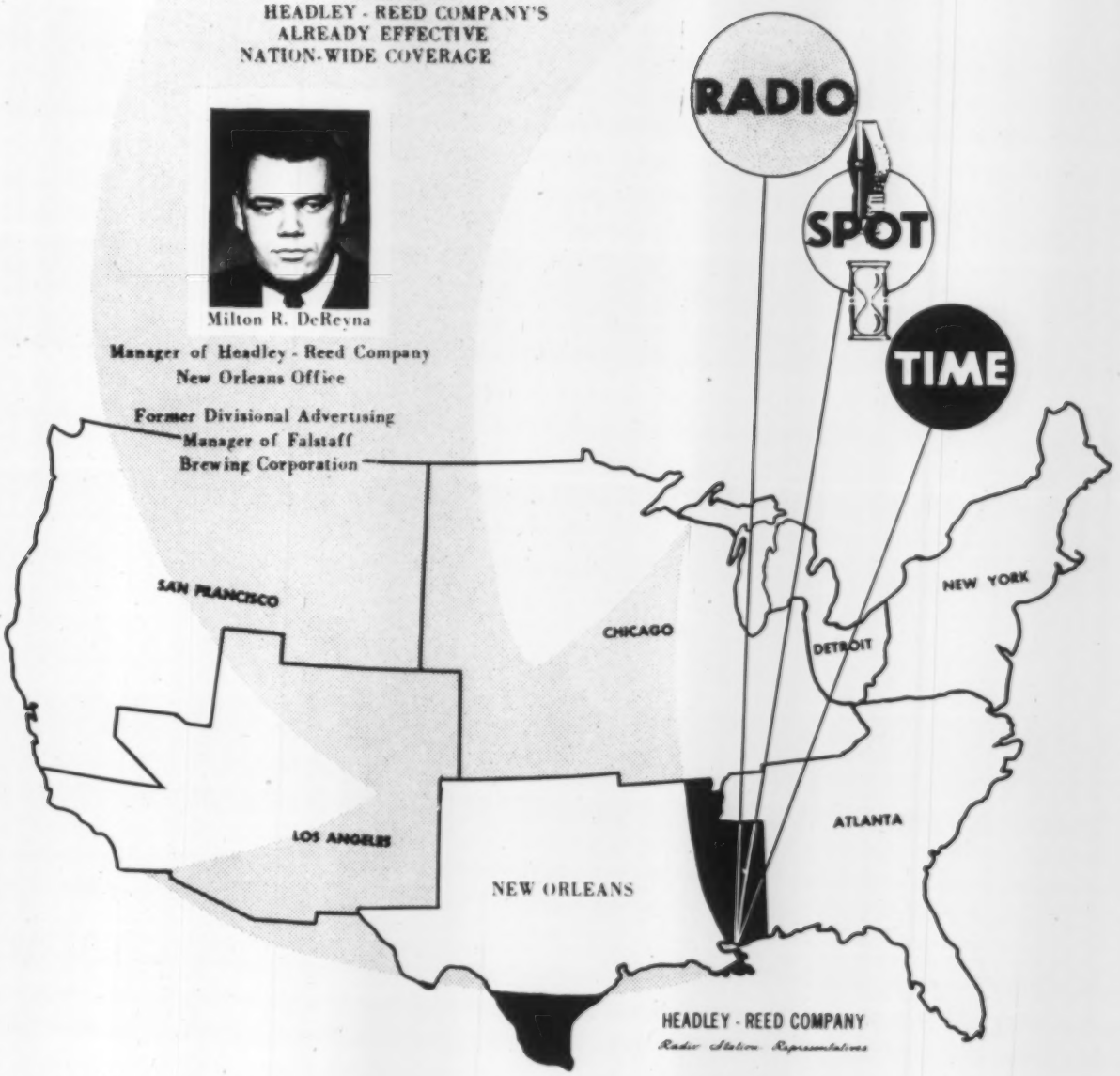
Effective September 1, 1950

ADDING TO
HEADLEY - REED COMPANY'S
ALREADY EFFECTIVE
NATION-WIDE COVERAGE

Milton R. DeReyna

Manager of Headley - Reed Company
New Orleans Office

Former Divisional Advertising
Manager of Falstaff
Brewing Corporation



New York • Chicago • Detroit • Atlanta • San Francisco • Hollywood • New Orleans

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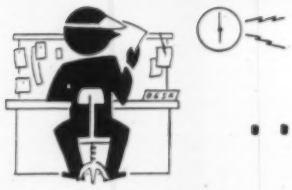


Closed Circuit

COLOR TV decision, best kept secret in FCC history, may be out this week or next. Though verdict won't be reached until FCC's final meetings are over (they're due to start today or Tuesday), process of elimination led speculation to this estimate at weekend: (1) Door won't be closed against late developments (if they're good enough), which could mean further proceedings and no hard and fast standards now; (2) it won't be RCA or CTI system at this time; (3) it won't be multiple standards. Big question: What will FCC do with CBS system?

SEVEN AM STATIONS, all clients of leading national representative firm, preparing new rate cards which in each instance will raise radio rates. Several stations situated in television markets. Stations and their representative believe higher rates, fully justified by audience figures, still will keep radio prices well below those of rival media, particularly since widespread recent increases of other media rates. Some, and possibly all, will raise night as well as day rates.

HER DEMANDS apparently not much changed from those advanced at 1947 Havana engineering conference, Mexico understood angling for continued use of 540 kc and rights to three additional channels below 1000 kc when NARBA negotiations resume Sept. 6. She would be disposed to swap rights on higher channels for rights on lower ones, or to "share" lower ones.

WHEN Secretary of Commerce Charles Sawyer activates his new defense production organization—probably this week (see page 85) —look for appointment of well-known industrial public relations man on high level advisory capacity. He's expected to serve directly under Maj. Gen. Wm. H. Harrison, IT&T president, slated for top assignment—probably as Undersecretary.

FRESH ACTIVITY by FCC staff on question of broadcasting horse-race information was touched off by Post Office ruling last week, in letters to *Denver Post* and *Rocky Mountain News*, that advertisements of pari-mutuel betting are not mailable under postal anti-lottery law. FCC lawyers are pondering possible effect on radio, which has its own lottery ban, in connection with general survey of horse-race broadcast questions.

CAMPBELL-EWALD signing big name stars for nationwide Chevrolet campaign in October using three-minute transcriptions.

RESULTS OF upcoming agency survey on department store advertising in TV markets may show some surprising results. Instead of taking biggest bite out of radio, indications are survey will show that in some markets, department stores already cutting newspaper display

(Continued on page 86)

Upcoming

Aug.28-30: Canadian Assn. of Broadcasters Board of Directors, Jasper Park Lodge, Jasper, Alta.

Sept. 2-3: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Sept. 6: NARBA Conference, State Dept., Washington.

Sept. 7-8: NAB District 13, Plaza Hotel, San Antonio.

(Other Upcomings on page 71)

Bulletins

ROBERT H. HINCKLEY, ABC vice president, leaves for Europe Sept. 2 in capacity as member of Economic Cooperation Administration's public advisory board. He will study Western Europe's broadcasting efforts to counteract Communist propaganda.

DAVIDSON TAYLOR, former CBS vice president, to join State Dept. as special consultant in developing department's truth campaign. Mr. Taylor has just returned from four months in Italy where he was consultant to UNESCO delegation.

CONTINUING RATE STUDY SUGGESTED BY RYAN

DEVELOPMENT of proposed industry rate-circulation study covering aural radio into continuing project proposed Friday by William B. Ryan, NAB general manager. Project would supply answer to attacks against aural radio rates and circulation (see early story page 22).

Format of project can best be determined by NAB board and its Broadcast Advertising Bureau Committee, working with NAB management, Mr. Ryan suggested. Immediate object of proposed study is to provide answer to rate-cutting demand of Assn. of National Advertisers.

MBS FOOTBALL CO-OPS

BROADCASTS of college Saturday football "Game of the Week" will be offered to MBS affiliates on cooperative sponsorship basis beginning Sept. 23 with Oregon State vs. Michigan State. Two other weekly programs will be offered cooperatively. *Tomorrow's Football*, Fri., 7:15-7:30 p.m., beginning Sept. 22, will feature interviews of leading sports writers and coaches; and football results Sat., 7-7:15 p.m., beginning Sept. 23.

NEW BAB SALES PITCH

NEW Broadcast Advertising Bureau desk-top presentation promoting radio news programs released to stations at $7.50 per copy. Presentation, "Radio—America's Star Reporter and Supersalesman," is second in series being produced by BAB. First was "Radio's Feminine Touch," issued several months ago.

Business Briefly

WILDROOT MYSTERY ● Wildroot Co., Buffalo, will sponsor agency-created program titled *Charles Wild, Private Eye* in its Sept. 5:30-6 p.m. period on NBC starting Sept. 2. Agency, BBDO, New York.

FLORSHEIM FOOTBALL ● Florsheim Shoe Co., Chicago, begins sponsorship of show tentatively titled *Red Grange Predicts* on nine ABC-TV network stations Sept. 21 Thurs. 10-10:15 p.m. (CDT) after Roller Derby for minimum of 13 weeks. Agency, Gordon Best Agency, Chicago.

ANA RATE DEMANDS HIT BY NAB DISTRICT 16

DELEGATES at NAB District 16 meeting in Hollywood (early story page 22) denounced Assn. of National Advertisers demands for reduced aural radio rates in TV cities as "unjust, unwarranted and tending to involve both industries in violation of law." District endorsed plan proposed by William B. Ryan, NAB general manager, for NAB and Broadcast Advertising Bureau to undertake industrywide study to show unsoundness of ANA proposals.

At closing day's session District 16 urged support of plan for new and expanded BAB; approved NAB board's plan for defense role but asked fair representation for western states; endorsed plan for NAB board to study integration of state, local and national broadcaster associations within NAB; voted thanks to NAB staff members who take part in meeting, along with District Director Calvin J. Smith, KFAC Los Angeles, and Robert J. McAndrews, managing director of Southern California Broadcasters Assn.

DAVID LEVY Y&R V-P

DAVID LEVY, for 12 years with Young & Rubicam, New York, named vice president in charge of talent and new programming for agency's radio and television department. He will head group assigned to originate new ideas.

KFI REORGANIZATION

KEVIN SWEENEY, sales promotion manager, named general sales manager of KFI and KFI-TV Los Angeles effective Sept. 1. He will have complete control over department. James Bradley, salesman, named assistant general manager reporting to Mr. Sweeney.

AVERY-KNODEL'S AGENCY

AVERY-KNODEL Inc., national station representatives, appoint O'Brien & Dorrance, New York, as advertising agency.

MAGNAVOX APPOINTS K&E

KENYON & ECKHARDT, New York, named to produce Magnavox hour-long dramatic show alternate Friday nights on CBS-TV [CLOSED CIRCUIT, Aug. 21].

KCMO

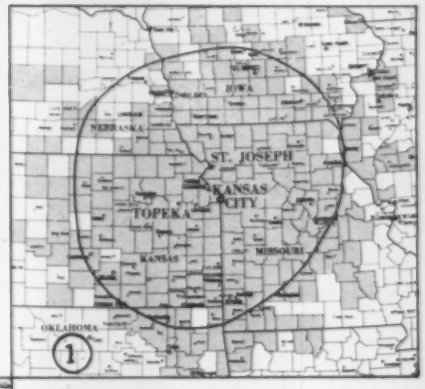
the station that gets RESULTS

One Does It-
in Mid-America!

ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

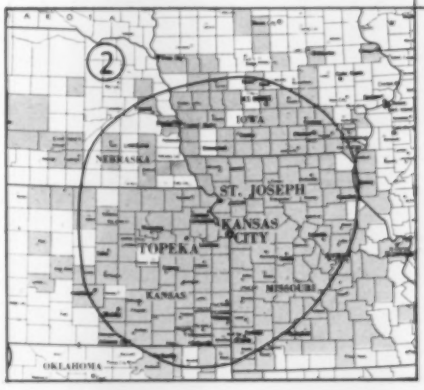
18 to 1 Sales Ratio

An expenditure of $3000 resulted in the sale of $54,000 in merchandise . . . in 3 months . . . for one sponsor of HILLBILLY HIT PARADE. Orders came from 270 counties. (See Map 1 at right). Dal Stallard emcees this 1½-hour Hillbilly-Western record show every Saturday morning. There are no special offers, no write-in gifts . . . just hard selling.



50,000 WATTS
DAYTIME
810 kc. 10,000 WATTS NIGHT

National Representative:
John E. Pearson Company



Miracle for a Miracle Drug

A schedule of 5 announcements for 1 week on START THE DAY RIGHT, early morning live talent participating show—7:15 A.M. to 7:45 A.M.—Monday through Friday—produced *3,426* pieces of mail in response to Hadacol Mystery Tune. (See Map 2).

Write KCMO for specific program information for your products.

KCMO-FM . . . 94.9 Megacycles

Broadcasting Transit Radio in Kansas City . . . to cover the *riding* public . . . while they're on the way to buy . . . at new low costs!
Contact Transit Radio, Inc.

KCMO

KANSAS CITY 6, MISSOURI
Basic A B C for Mid-America

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned ...demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6 OHIO
NEW YORK HOLLYWOOD

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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IN THIS BROADCASTING . . .

TV Sets Record in Fall Time Sales ..... 1[illegible]
Radio-TV Dominance Seen in '50 ..... 1[illegible]
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Peron Regime Argentina's Largest Broadcaster .... 2[illegible]
NAB Proposes Media Rate Study ..... 2[illegible]
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Front Office	45		

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Halley, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS in 1950...

address of radio's greatest stars

COMPARATIVE NETWORK SHOWSHEET

EVENING

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC
6:00 PM	Adam Hats Drew Pearson (235) R	Main St. Music Mall	Roy Rogers	Catholic Hour S	(Not in Service)	Metro. Life Ins. Allan Jackson (33)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (33)	Repeat of Kid Strips	News Bob Warren S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	Speaking of Song	C-P-P, Our Miss Brooks (152) R	Cudahy Packing Nick Carter (317)	Tex Williams S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	"	"	"	"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Voices That Live S	Amer. Tob. Co. Jack Benny (184) R	Affairs of Peter Salem	$1000 Reward S	Co-op Headline Edition (53)	P & G Dreft Beulah (82) R	Co-op Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (147) M R	Co-op Headline Edition (53)	P & G Dreft Beulah (82) R	Fulton Lewis jr (302)	Miles Labs. One Man's Fam. (147) M R
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (127)
7:30	Amazing Mr. Malone S	Hit The Jackpot	Under Arrest S	The Saint S	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (156) R	Noxzema Gabriel Heatter (84)	Echoes From Tropics S	Counter-Spy (274)	Campbell Soup Club 15 (156) R	Rhodes Pharm. Gabriel Heatter (156)	Echoes From Tropics S
7:45	"	"	"	"	" *	American Oil Ed. Murrow (73)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	American Oil Ed. Murrow (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (27) RR
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (184)	Singing Marshal	Wildroot Co. Adv. of Sam Spade (165) H	Inner Sanctum	Bromo Seltzer Hollywood Star Playhouse (158) R	B-Bar-B Riders	A & P RR's Railroad Hour (155)	Paul Whiteman Presents	Sterling Drug Mystery Theatre (158) R	Count of Monte Cristo S	duPont Cavalcade of Am (1s2)
8:15	Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"
8:30	Clippercraft Stop the Music (171)	P & G Tide Red Skelton (1s8)	Enchanted Hour	U. S. Steel Theatre Guild (165)	General Motors Henry Taylor (264)	Lever-Lipton Godfrey Talent Scouts (1s6) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-PT'thPwdr. Mr. & Mrs. North (1s2) R	Official Detective S	Lewis-Howe Starlight Concert (165)
8:45	Old Gold Stop the Music (173)	"	"	"	Joe Hasel S	"	" *	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Cos. Corliss Archer (164)	Opera Concert	"	Tex Beneke	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (153) R	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (173)	John Steele Adventurer	Gen. Mills Penny Singleton Show (1s3)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"
9:30	Cross Roads	Philip Morris Horace Heidt (173)	Gabriel Heatter S	Bayer Aspirin Am. Album Fam. Music (154)	Soliloquy S	"	Murder at Midnight	Cities Service Band of America (90) N	Chr. Sc. Monitor Views the News R	Philip Morris Truth or Consequences (148)	Mysterious Traveler	Pet Milk Fibber McGee & Molly (148)
9:45	"	"	War Review	"	"	"	"	"	Fine Arts Quartet S	"	"	"
10:00	Ginny Simms Show	Carnation Co. Contented Hour (161)	This Is Europe	RCA Take It or Leave It (166) Start: 9/10	United— or Not?	Lvr.-Pepsodent My Friend Irma (17s)	A. F. of L. Commentators (148)	Night Beat	Time For Defense S	Straw Hat Concert	A. F. of L. Commentators (145)	Lever Bros. Bob Town (134)
10:15	Jimmy Blaine	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"
10:30	Co-op Jackie Robinson	Dance Orchestra S	Flavoured with Flute	TBA	This Is My Song	R. J. Reynolds Bob Hawk (163)	Dance Orchestra	First Piano Quartet	Chamber of Commerce, This Is Our Town	Dance Orchestra	Dance Orchestra	Brown & Wms. PeopleAreFunny Start: 9/19 (166)
10:45	Sokolsky S	"	"	"	"	"	"	"	AFofL As We See It	"	"	"

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News Lean Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S	No School Today S	Co-op News	(Network Opens 10 A M)	Down Homers S
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	"
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	TBA
9:45	"	Paul Robert Chorus	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (12)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	TBA
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (204) R	Lever-Rinso A. Godfrey (173) R	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Carnation Family Party (125) R	Miscellaneous Program S	TBA
10:15	"	"	"	"	"	Pillsbury & Wildroot, Arthur Godfrey (172) R	Faith Our Time S	"	"	"	"	TBA
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Art of Living S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (175) R	Say It with Music	Campbell Soup Double or Nothing (32)	"	Look Your Best	News	Pet Milk Mary Lee Taylor (150)
10:45	"	Church of Air S	"	Morning Serenade S	Serutan John B. Kennedy (69)	National Biscuit Arthur Godfrey (173) R	"	"	"	"	Helen Hall	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Modern Romances*	Liggett & Myers Arthur Godfrey (184) R	Co-op Behind the Story	Haskell Co. Report From Pentagon *	Junior Junction S	Cream of Wheat Let's Pretend (154) *	U. S. Marine Band	Mind Your Manners S
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	The UN Is My Beat	"	"	Co-op G. Heatter's Mailbag	"	"	"	"	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins Jack Berch (139)	At Home With Music S	Lever-Ravve Junior Miss (173)	Hoosier Hotshots	Brown Shoe Ed McConnell (163)
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (137)	Bob Poole	Babbitt David Harum (58)	"	"	"	"
12:00 N	Festival of Music S	Invitation To Learning S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of Today (174)	Man On Farm	Barriault Washington News
12:15 PM	"	"	"	"	" *	Lever Bros. Aunt Jenny (83)	Gulf Oil Lanny Ross	No Net T-Th.-F Echoes Tropics S Mon-Wed	"	"	"	Public Affairs S
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S	Out of Service	Whitehall Helen Trent (160)	Miscellaneous Program	Music	American Farmer S	Pillsbury Mills Grand Central Sta (153)	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (161)	Burrus, Lt. Crust Dough (MWF)	"	"	"	"	"
1:00	Sammy Kaye Sunday Serenade S	Richfield C. Collingwood (32)	News	The First Freedom S	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Nat'l. Farm & H Hour (165)
1:15	"	Elma Roper S	Organ Moods	"	Co-op Nancy Craig (11)	P & G Ma Perkins (145)	Harvey Harding	Armour & Co. Garroway (148)	"	"	Jerry & Skye S	"

1:30 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45

THURSDAY

ABC	CBS	MBS	NBC	
(Not in Service)	Metro. Life Ins. Allan Jackson (33)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	You And — S	"	Clem McCarthy 6:15-6:20 S	6:15
"	No Network	"	Sketches in Melody 6:30-6:45 S	6:30
"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)	6:45
Co-op Headline Edition (53)	P & G Dreft Beulah (83) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (147) H R	7:00
Co-op Elmer Davis (48)	P & G Oxydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (119)	7:15
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter S	The Playboys S	7:30
"	American Oil Ed. Murrow (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	7:45
Screen Guild Players	P & G Lava F.B.I. (148) R	California Caravan S	Gen. Foods Aldrich Family (151)	8:00
"	"	"	"	8:15
"	Whitehall Mr. Keen (151) R	Mr. Feathers S	Gen. Foods Father Knows Best (161)	8:30
"	"	"	"	8:45
Old Gold Orig Amateur Hour (173)	Electric Auto-Lite, Suspense (174)	Limerick Show S	L & M Fatima Dragnet (14) R	9:00
"	"	"	"	9:15
"	Philip Morris Crime Photog. (150)	Vincent Lopez Show S	Blatz Brewing Duffy's Tavern (162)	9:30
Lee Hats Robert Montgomery Actor Meets Critics S	"	"	"	9:45
A. F. of L. Commentators (46)	Hall Bros. Hallmark Playhouse (1 9)	A. F. of L. Commentators (146)	TBA	10:00
"	"	Co-op Newsreel	"	10:15
Paul Harvey S	Rosefield Skippy Hollywood Theater (80)	Dance Orchestra	Gen. Mills Sarah's Private Caper (139)	10:30
Rex Maupin	"	"	"	10:45

FRIDAY

ABC	CBS	MBS	NBC	
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	6:00 PM
"	You And — S	"	Clem McCarthy 6:15-6:20 S	6:15
"	No Network	"	Sketches in Melody 6:30-6:45 S	6:30
"	P & G Ivory Lowell Thomas (78) R	"	Sun Oil Co. 3-Star Extra (32)	6:45
Co-op Headline Edition (53)	P & G Dreft Beulah (83) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (147) H R	7:00
Co-op Elmer Davis (48)	P & G Oxydol Oxydol Show (84) R	Miscellaneous Program S	Miles Labs. News of World (119)	7:15
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter S	Dance Orchestras S	7:30
"	American Oil Ed. Murrow (73)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	7:45
Fat Man (136) R	Philip Marlowe	Bandstand U.S.A. S	Stars and Starters S	8:00
"	"	"	"	8:15
Equitable Life This Your FBI (221) R	Up For Parole	Music	Gulf Refining We the People (115)	8:30
"	"	"	"	8:45
Heinz This Man (207)	Songs For Sale	Air Force Hour S	TBA	9:00
"	"	"	"	9:15
Pac. C. Borax The Sheriff (191)	"	Co-op Meet the Press	Jack Lait Confidential	9:30
Ch. Spark Plug Roll Call (21)	"	"	"	9:45
Steel Pier	Phillips Petro. Rex Allen Show (63)	A. F. of L. Commentators (146)	Wanted S	10:00
"	"	Co-op Newsreel	"	10:15
Claremont	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)	10:30
"	"	"	Pro & Con S	10:45

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Harmony Rangers	News	6:00 PM
Cliff Cameron	Correspondents Scratch Pad S	"	On the Line Bob Considine S	6:15
Harry Wismer	Red Barber Sports	Al Helfer	Living 1950 S	6:30
Remember	Richfield L. Lesueur (32)	Music	Voices & Events S	6:45
Doll Trio	TBA	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Buzz Adlam	R. J. Reynolds Vaughn Monroe (164)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	"	7:55-8 Kennedy S	"	7:45
Dixieland Jazz Bands S	Wrigley Gene Autry (170)	Ransom Metal 20 Questions (161)	Dance Bands S	8:00
"	"	"	"	8:15
Hollywood Tyline S	Gen. Foods Hopalong Cassidy (140) R	Take A Number	"	8:30
"	"	"	"	8:45
Norman Brokenshire Show	Gen. Foods Gangbusters (126) R	True or False S	Amer. Tob. Co. Your Hit Parade (166) R	9:00
"	"	"	"	9:15
Music By Bavero	Gen. Foods My Favorite Husband (154)	Lombardo USA S	TBA	9:30
"	"	"	"	9:45
Martinique Orchestra	Sing It Again S	Chicago Theatre of the Air S	Basin Street S	10:00
"	"	"	"	10:15
Saturday At the Shamrock	Carter Prod. Sing It Again (149)	"	R. J. Reynolds Grand Ole Opry (159)	10:30
"	Sing It Again S	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC	
		Lutheran Hour (Lutheran)	U of Chicago Round Table S	12:00 Noon
		"	"	12:15
		Music with Treadler	NBC Theatre S	12:30
		"	"	12:45
		Co-op Bill Cunningham (55)	"	1:00
		Veterns Wants to Know S	"	1:15
		Treasury Variety Show	The Truitts S	1:30
		"	"	1:45
		Hashknife Hartley	Miles Labs. Quiz Kids (161)	2:00
		"	"	2:15
		General Foods Houseboat Cassidy (492)	Kraft The Falcon (145)	2:30
		"	"	2:45
		U.S. Tobacco Wm. Gargan Private Investigr (393)	Shulton High Adventure Start: 9 24	3:00
		"	"	3:15
		Grave Labs (4 0) The Shadow	The Big Guy S	3:30
		"	"	3:45
		Williamson Train Detective Mysteries (472)	Int'l Harvester Harvest of Stars L P 9 17	4:00
		"	"	4:15

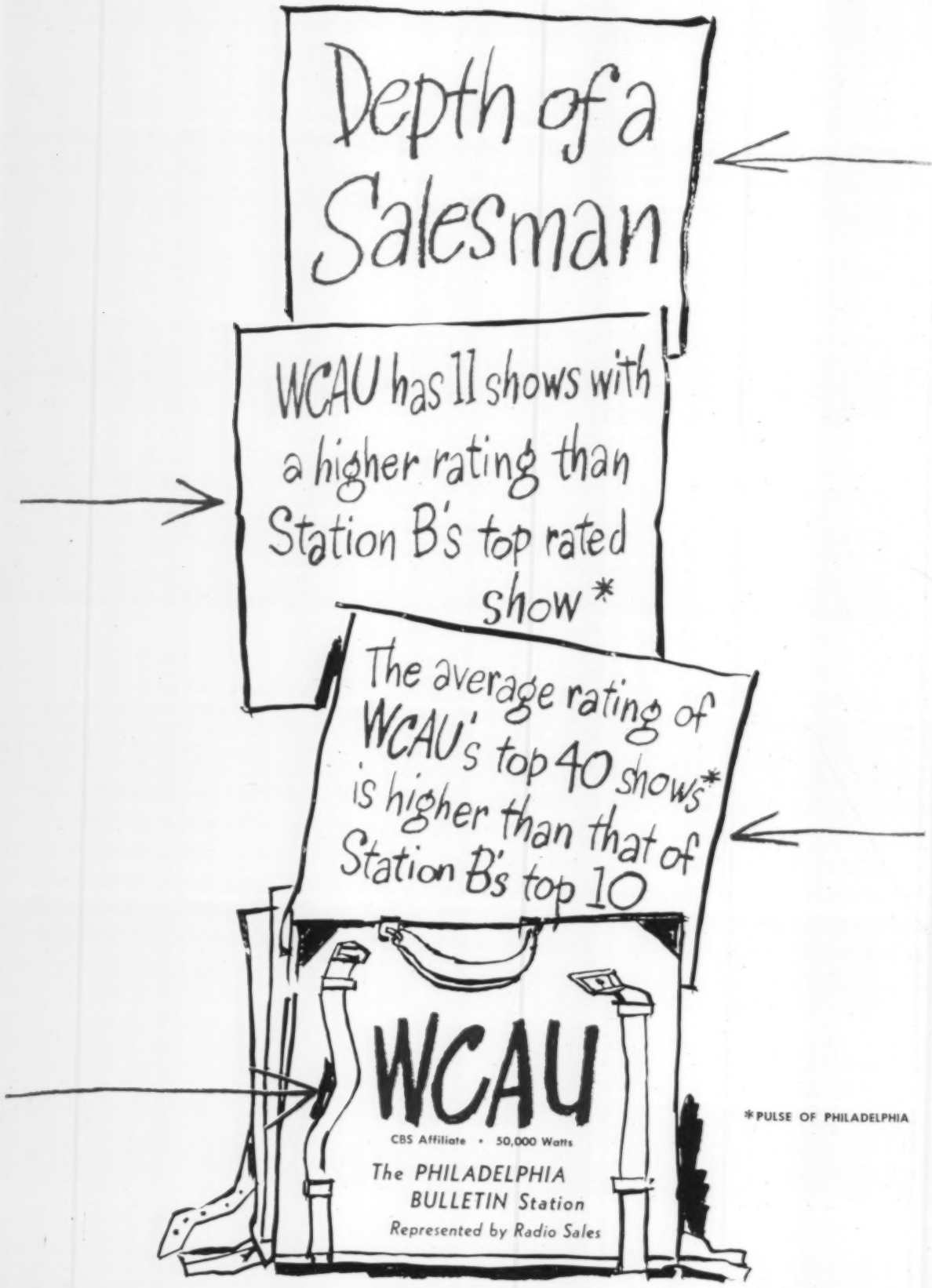
MONDAY - FRIDAY

ABC	CBS	MBS	NBC	
(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	12:00 Noon
Co-op Art Baker's Notebook	P & G Guiding Light (144)	Ralston Checkerboard Jamboree	Manhattan Soap We Love and Learn (162)	12:15
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (34)	Miles Labs Ladies' Fair (438)	Campbell Soup Double or Nothing (132)	12:30
"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.)	"	12:45
Chance of Lifetime	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Live Like A Millionaire (74)	1:00
"	P & G Brighter Day (106)	"	"	1:15
Bride & Groom (221)	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	1:30
"	Miles Labs. Hilltop House (139)	"	P & G Road of Life (152)	1:45
Hannibal Cobb	Pillsbury House Party (151)*	"	P & G Pepper Young (155)	2:00
"	"	"	P & G Right to Happiness (152)	2:15
Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	2:30
Surprise Package S	"	"	Sterling Drug Stella Dallas (146)	2:45
Conv. with Casey	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)	3:00
Ted Malone S	"	"	Sterling Drug V. Widder Brown (145)	3:15
Fun House	M-T-W The Chicagoans Thur.-Fri. St. Louis Mel.	Mert's Record Adv. M-F 1 hr.	General Foods When Girl Marries (81)	3:30
"	"	National Biscuit Tues.-Thurs S Arrow (143)	General Foods Portia Faces Life (92)	3:45
(See Footnotes)	Tea Tune Time	B Bar B* M.T.Th.F.	Whitehall Just Plain Bill (61)	4:00
"	Miles Labs. Curt Massey Time (141) R	"	Whitehall Front Page Farrell (60)	4:15

SATURDAY

ABC	CBS	MBS	NBC	
Gridiron Frolics S	Toni Co. Give and Take (158)	Barn Dance S	TBA	12:00 Noon
"	"	"	"	12:15
Operetta Matinee S	Hormel & Co Music with H. Girls (98)	"	TBA	12:30
"	"	"	"	12:45
	Gen. Foods Baseball (75)	Bands for Bonds*	U.S. Army Band S	1:00
"	2:30-5 Alternate Weeks Dance Music	"	"	1:15
Concert of American Jazz	Report From Overseas	Dunn On Discs	Hollywood Bowl Concerts	1:30
"	Adventures in Science	"	"	1:45
Where There's Music S	CBS Farm News	"	"	2:00
"	Dance Music	"	"	2:15
Old, New, Borrowed, Blue S	Horse Races	Caribbean Crossroads	TBA	2:30
Horse Races S	"	"	"	2:45
Treasury Bands S	Dance Music	Sports Parade S	Slim Bryant	3:00
"	"	"	"	3:15
Tea & Crumpets S	Dance Orchestra	True or False	"	3:30
"	"	"	Herman Hickman	3:45
"	Make Way for Youth	Radio Harris (Dowey) (50)	Pabst Sportscast (150)	4:00
Club Aluminum Club Time	"	Twin Views of News	"	4:15

BROADCASTING
TELECASTING


Depth of a Salesman
WCAU has 11 shows with a higher rating than Station B's top rated show*
The average rating of WCAU's top 40 shows* is higher than that of Station B's top 10
WCAU
CBS Affiliate • 50,000 Watts
The PHILADELPHIA BULLETIN Station
Represented by Radio Sales
*PULSE OF PHILADELPHIA

FREE

TO NEW SUBSCRIBERS

the 1950 BROADCASTING MARKETBOOK

featuring

SPOT RATE FINDER

"... the most valuable tool for evaluating markets, radio-tv time buying in years."

SELLS SEPARATELY FOR $1.00

Just out, this 250-page MARKETBOOK will be sent to new subscribers upon receipt of order.

Here in one complete book are *all* the essential facts & spot rate figures for buying selling AM FM TV time. Three color, 25" x 35" radio-tv map included with each copy.

SPECIAL OFFER TO NEW SUBSCRIBERS

$7

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

new business

CITIZEN'S AUTO INSURANCE, Salt Lake City, appoints Ross Jurney & Assoc., same city, to direct all advertising. Extensive use of radio planned in Rocky Mountain region, TV in Salt Lake City. **Ralph D. Herbert**, account executive.

CHESEBROUGH Mfg. Co., N. Y. (Vaseline Cream Hair Tonic), renews *Greatest Fights of the Century* over KTLA (TV) Los Angeles, WDSU-TV New Orleans and KING-TV Seattle for 39 weeks beginning first week in September. Program carried also by NBC-TV following Friday night fight telecasts. Agency: Cayton Inc., N. Y.

CALGON Inc., Pittsburgh (packaged water-conditioner), starts one-minute announcements over WDTV (TV) Pittsburgh in fall. Further expansion contemplated. Agency: Ketchum, MacLeod & Grove Inc., Pittsburgh.

TOMAT-O-PEP Co., San Jose (canned tomato juice), names Lon Adv. Service, same city. Radio and TV will be used.

CHARRINGTON & Co., N. Y. (beer and ale), names Victor A. Bennett Co., N. Y., to direct marketing plans in U. S. Media not yet determined.

GLAMOUR PRODUCTS Co., L. A. (Vitrex), starting two-minute video announcements on WNBT (TV) WPIX (TV) WABD (TV) all New York, with expansion into other eastern markets planned for fall. O'Brien & Dorrance, N. Y., handles firm's eastern advertising.

ZOOMER Corp., N. Y. (Zoomer television and newsreel lens), names McLaren, Parkin, Kahn Inc., N. Y., to direct advertising. Media plans currently being made.

WHITE ROCK BOTTLERS Co., L. A. (Welchade), appoints Davis & Co. L.A., to direct advertising. TV to be used.

Network Accounts . . .

SEALY MATTRESS Co., L.A., renews thrice-weekly sponsorship Chet Huntley newscasts on six Columbia Pacific Network California stations, Tues., Thurs., Sat., 5:30-5:45 p.m., PDT. Contract for 52 weeks. Agency: Alvin Wilder, L.A.

GILLETTE SAFETY RAZOR Co., Boston, renews Fri. evening boxing bouts for sixth consecutive year over ABC at 10 p.m., beginning Sept. 15. Agency: Maxon Inc., N. Y. Company also sponsors fights on NBC-TV, same time.

RCA VICTOR, Camden, N. J. (45 rpm player), signs Jack Parr as m.c. of NBC *Take It Or Leave It*, under new title, *$64 Question*, effective Sept. 10. RCA takes over sponsorship from Eversharp. Contract for 13 weeks. First six weeks from N.Y., last seven originate in Hollywood. Agency: Biow Co., Hollywood.

MURINE Co., Chicago (eye wash), starts Sam Hayes newscasts Tues., 4:45-5 p.m., PDT., and Sat., 5:45-6 p.m., PDT., on full Don Lee network of 45 stations plus three Arizona affiliates (KOY Phoenix KTUC Tucson KSUN Bisbee) and 27 Mutual intermountain stations. Contract for 13 weeks. Agency: BBDO, Chicago.

TINTAIR Inc., N. Y. (home hair dyes), to sponsor Frank Sinatra, Sun., 5-5:15 p.m. over CBS, beginning Oct. 22. Agency: Cecil & Presbrey Inc., N. Y. Firm's CBS-TV show, *Conflict*, originally scheduled for Wed., 9:30-10, changed to Wed., 9-9:30 p.m.

EXQUISITE FORM BRASSIERE, N. Y., to sponsor 15-minute variety series, *Robbins Nest*, featuring Disc Jockey Freddie Robbins, over ABC-TV, 11-11:15 p.m., beginning Sept. 29. Agency: Branford Adv., N. Y.

Adpeople . . .

F. T. MINCOLLA, Montgomery Ward & Co., named merchandise manager for Lone Ranger products by Trendle-Campbell Enterprises, Detroit, producer of radio-TV programs.

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

HOOPER STATION AUDIENCE INDEX
CITY: NASHVILLE, TENNESSEE MONTHS: JUNE-JULY, 1950
Total Coincidental Calls—This Period-15,310

INDEX	SETS-IN-USE	"A"	"B"	"C"	"D"
WKDA	28.5	20.8	20.3	13.5	13.1
Total Rated Time Periods	22.4				

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

WKDA
NASHVILLE, TENN.
MUSIC • SPORTS • NEWS

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

agency

KEITH B. SHAFFER, KMBC Kansas City, to Erwin, Wasey & Co., N.Y., as director of radio. RICHARD L. EASTLAND to director of TV, with RAY SIMS continuing as timebuyer for radio-TV. All work under C. H. COTTINGTON [BROADCASTING, Aug. 21].

VIRGINIA RUSSETT, from Schwimmer & Scott, Chicago, radio-TV department, to J. Walter Thompson, also Chicago, as assistant in time buying department headed by Ed Fitzgerald.

FRANK McKIBBEN, vice president and account executive, Hal Stebbins Inc., L. A., to McCann-Erickson, that city, as account executive.

TOM HICKS, radio-TV program director, Fletcher D. Richards Inc., N. Y., to Geyer, Newell & Ganger Inc., N. Y., as executive producer.

SHERWIN L. TOBIAS, secretary and media director Simmonds & Simmonds Inc., Chicago, to manager St. Louis branch. SHELDON WASSERMAN, production manager, to media director.

FREDERICK ASHER Inc., 20 N. Wacker Dr., Chicago 6, established. FREDERICK ASHER, advertising manager Consolidated Book Publishers, president; CHARLES E. COMPTON, account executive CBS Radio.

on all accounts

IF Dick Dumit should be asked what was the most interesting account he handled, he'd probably say the spot teaser campaign that helped sell housing sidewalls by the thousands. And, Dick will be quick to add that his biggest headache was handling a Western band for a client. Among other eccentricities, the piano player wiggled his ears.

Director of all radio copy and programs originating from the Aylin Advertising Agency in Houston, Dick uses the two instances to illustrate the versatility needed in handling accounts successfully.

That he has and does handle such accounts successfully is shown by a list of some of the clients now under his direction at the Aylin agency. These include Angly Lumber Co., Arrow Mills, Barbour's Professional Opticians, Black-Brollier concrete tile, Schroeder Lumber Co., Temple Lumber Co., Foxworth-Galbraith Lumber Co., the Henke & Pillot grocery chain, Johnston Motor Co. and James Bute Co., all of them leading Houston concerns.

DICK

Richard Ray Dumit was born in Tulsa, Okla., on Feb. 1, 1918. He stayed around Tulsa long enough to make his bow into the business world as a sports writer for the Tulsa *Tribune*.

Then came the war and Dick, glasses and all, was among the first to be drafted. Tiring of KP duty, he decided to try and put his newspaper training into use in a job on the camp newspaper at Camp Barkley, Tex. Later he helped originate the Camp Barkley radio station along with Bill King, now a radio man in Savannah, Ga. The pair padded the walls with G. I. blankets and got Bill Mauldin to decorate one wall with a mural showing an artillery piece about to be fired in front of a microphone.

Later in his Army career, Dick was shipped to Fort Smith, Ark., where he met Norine Praytor, later to become Mrs. Dumit. He went overseas with the 6th Armored Division as an artillery forward observer. After the Germans surrendered, he broke his leg and smashed a cheek in a jeep accident. Shipped back to the states, he decided to get in on the "glamour" of advertising life.

Dick spent his last leave looking for connections in Houston and, in early 1946, he joined a Houston

(Continued on page 43)

beat

Sales, vice president; **ROBERTA MILLER**, secretary, and **EGON UNGAR**, art director. Firm will handle radio and TV advertising.

GEORGE IRWIN, head George W. Irwin Co., Beverly Hills, Calif., in N. Y. till end of month in connection with Columbia Air Coach account.

JERRY VERLEN, head of his own agency, to Walter Weir, N. Y., as account executive. Will also work with firm's planning committee.

JAMES R. LARGE, vice president Jenkins-Large Inc., L.A., in Chicago to set up agency office to facilitate expanding client growth, particularly in TV. Firm also planning to appoint N. Y. representative.

M. S. BROOKMEYER to vice president S. R. Leon Co., N.Y. With company for 14 years.

WALLACE RIGBY to Ruthrauff & Ryan, N. Y., as account executive. Was with Young & Rubicam and Kroger Co.

KEVIN FARRELL, N. Y. staff J. Walter Thompson Co. international department, to Paris staff.

JACK LANDT to N.Y. staff George R. Nelson Inc., as associated TV producer for Mohawk *Showroom*, NBC-TV.

JULIAN GERARD to account executive Buchanan & Co., N.Y. Was in publicity in fashion and cosmetic fields as head of own firm.

HOWARD GOSSAGE, Charles Stuart Adv., S. F., to Consolidated Adv. Agency, S. F., as account executive.

HERMINIO TRAVIESAS, CBS-TV sales service manager, to BBDO, N. Y., in administrative capacity in agency's TV department.

WILLIAM BONYUN, president Daggett & Ramsdell, Newark, N. J. (toilet articles), to O'Brien & Dorrance Inc., N.Y., as marketing and sales consultant on cosmetic and drug accounts.

J. A. MacTAGGART, account executive J. J. Gibbons Ltd., Toronto, to Walsh Adv. Ltd., Toronto.

FRANCES YOUNG, head of radio-TV department J. Walter Thompson, S. F., married Frank G. Austin Jr., Dept. of Justice, S. F., July 16.

HAL WALKER, Rhoades & Davis, S. F., to Garfield & Guild, same city, as creative director.

ASSOCIATED ADVERTISING AGENCY Inc., Wichita, Kan., elected to American Assn. of Advertising Agencies.

New Addresses: WADE Adv., L. A., moves to 6233 Selma Ave., Hollywood, about Sept. 23. **BUTLER EMMETT Adv.**, Portland, Ore., to 207 Concord Bldg. Phone remains ATwater 8327.

FOUR of the 10 New York advertising agency judges who selected "Miss Washington of 1950" in a beauty-talent contest sponsored by WWDC Washington, congratulate the winner after the recent finals. L to r: Eugene Litt, Kenyon & Eckhardt; Genevieve Schubert, Ted Bates & Co.; Sandra Stahl ("Miss Washington"); Fred Stoutland, BBDO, and Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles.

No other News Tops WBEN News

This is a conservative statement.

WBEN news has consistently and conclusively topped all other news programs and news commentators heard in the BUFFALO market. That includes networks as well as local.

Reason why is simple: WBEN news is complete. It is backed by three leading wire services plus the complete facilities of one of America's great newspapers: The Buffalo Evening News.

WBEN news is consistent. It runs a full quarter-hour and occupies the same periods year in and year out. WBEN news is edited by a staff of radio-trained writers who work in Buffalo's news-gathering center—the editorial rooms of The Buffalo Evening News.

WBEN news is sold out, but the WBEN news-story is one that every time-buyer should know as it is representative of the overall WBEN operation.

WBEN Is the Buffalo Station Most People Listen to Most of the Time

WBEN

Basic NBC • 5000 Watts

REPRESENTED NATIONALLY BY PETRY

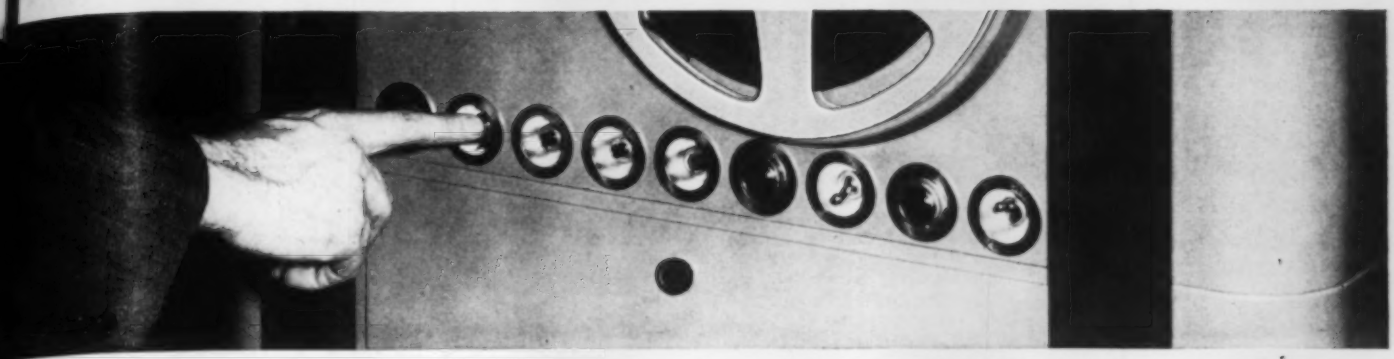
RCA TAPE RECORDER *Type* **RT-11A**

50 to 15,000 c.p.s. (±2 db) at 15 in/sec
50 to 7,500 c.p.s. (±2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- Split-second start and stop
- Push-button operation
- Extremely accurate timing—with synchronous capstan
- Smooth tape runs—via sapphire guides
- Automatic tape lift for fast "forwards" and rewinds
- Microswitch "tape-break" control—no tape spills, snarls
- Remote control of all operations
- Rack or console mounting
- Plug-in amplifiers
- Interlock system for vital controls
- 3 heads—Erase—Record—Playback

XUM



PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

NEW—

High-Fidelity Tape Recorder

—the finest money can buy!

Remote Control Unit, MI-11948. Available extra.

This is the world's foremost professional tape recorder, the one recorder that has *everything*—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run. And with synchronizing equipment . . . for which provision is made . . . *timing can be held to 0.3 second on any length program!*

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts *free and clear* of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, *call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.*

RCA

AUDIO BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Engineering Products,
Department 19GD,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11A.

NAME_____

ADDRESS_____

STATION OR FIRM_____

CITY_____ STATE_____

Leif Eid

Leif Eid's astute observations in the national and international news scene have long been recognized as must listening in the Capital area.

Eid's timely ten minutes each Monday thru Saturday from 6:05-6:15 provides peak listening for your product message.

This program is available on Tuesday, Thursday and Saturday nights, only.

The natural appeal of this time segment alone is enough to merit your careful thought. The program immediately follows five minutes of late news bulletins, while Eid enjoys an unparalleled reputation for what newsmen call a 'tight story.'

WRC or National Spot Sales can provide further details . . . all of them solid facts for your consideration.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

A THIRD generation of the Convey family is now participating in operation of KWK St. Louis.

Employed by his father, Robert T. Convey, president of the MBS outlet, Robert Jr., 13, has been serving as assistant page boy during his summer vacation from Country Day School in St. Louis.

Robert is carrying on the tradition established by his grandfather, Thomas P. Convey, who founded KWK back in 1927. Before putting KWK on the air, the pioneer broadcaster of the Convey family had formed the "Voice of St. Louis Inc.," a corporation operating KMOX under a unit plan. Later, he took over KFVE, the present KWK, which took the air on St. Patrick's Day, a day always held in reverence by the Conveys.

About the time he took over KWK, Thomas Convey's 15-year-old son began his radio career as announcer in the budding enterprise. On the air he was known as "Bob Thomas."

Today, the same "Bob Thomas" is KWK's president, and against this background of early entrance into broadcasting, Robert Jr. continues the Convey pattern.

Two Conveys, Robert T. (l) and Bob Jr., discuss the day's business.

* * *

The youngest Convey has managed to get his start at an even earlier age than did his father—beating his dad's entrance in radio by two years.

strictly business

MR. PERLSTEIN

"RADIO and television are effective media because they reach the largest number of people while they are at home relaxing."

This statement was made by Pabst Blue Ribbon's director of advertising, Nathan N. Perlstein, who added:

"We like to contribute to that relaxation by means of subtle commercials, rather than to repeatedly slap the listener down with annoying plugs.

"In the broader sense, aside from its value as a commercial medium, radio is the backbone of America. It gives enjoyment in the home, keeping the family together. It is an important part of our American democracy."

These are the views of a man whose firm spends more than $5 million per year in advertising, with a major portion allocated for radio and television.

Nathan Perlstein started his advertising career with Meyer, Both Advertising Co., a syndicate house. After several years with them he joined the advertising agency of Matteson, Fogarty & Jordan, Chicago. During the Chicago World's Fair in 1933 and 1934 he was in charge of publicity and promotion of the Pabst pavilion.

As producer of the Ben Bernie show, he became the world's youngest radio producer. At this time the agency name was changed to Morris, Windmiller & Enzinger and his title was radio and promotion director. Later the agency was again changed to Morris, Schenker & Roth.

In 1938 Mr. Perlstein joined Pabst as merchandising manager and later on became advertising manager. In 1948 his title again was changed to director of advertising, both for Pabst Sales Co. and

(Continued on page 44)

Spot it.

TO Sell it

TO MORE PEOPLE IN FLORIDA'S FASTEST GROWING METROPOLITAN MARKET . . AND ITS RICHEST TRADE AREA . . WHERE DIVERSIFIED INDUSTRY, AGRICULTURE AND BUSINESS PROVIDE STEADY BUYING POWER RIGHT AROUND THE CALENDAR.

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E CUMMINGS
JACKSONVILLE, FLORIDA

in
charleston
west virginia

one
will
get
you
more
than
all
the
other
four

wchs

BMB reports the Charleston, West Virginia Market . . . .

As the latest BMB figures below prove, WCHS audiences are *larger* and *cost less* to reach than those of **all the other four Charleston stations combined.**

WCHS has 28% MORE night-time listeners than the *combined* listener total of the other four stations.

WCHS has 15% MORE daytime listeners than the *combined* listener total of the other four stations.

WCHS rate is LESS than half of the *combined* rates of the other four stations . . . daytime or night.*
* 260 Time chainbreak rate as published SRDS

WCHS 6 or 7 days per week radio family total **83,500**
Four station total 72,340

WCHS 6 or 7 nights per week radio family total **66,480**
Four station total 51,780

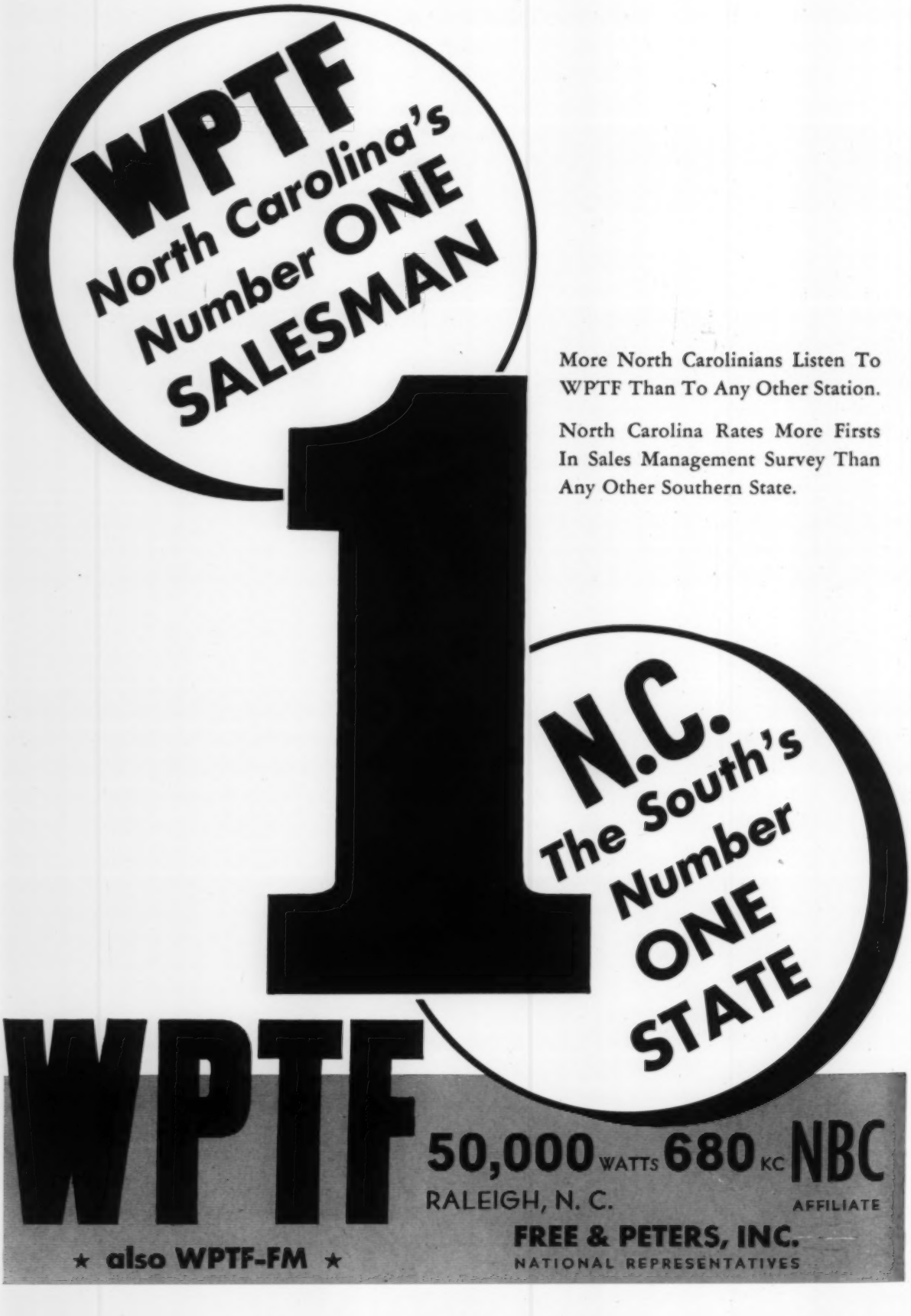
WCHS

Charleston, West Virginia

580 KC 5000 W Full Time

CBS

Represented by The Branham Company


WPTF
North Carolina's
Number ONE
SALESMAN
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
1
N.C.
The South's
Number
ONE
STATE
WPTF
50,000 WATTS 680 KC NBC
RALEIGH, N. C.
AFFILIATE
★ also WPTF-FM ★
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 9 WASHINGTON, D. C., AUGUST 28, 1950 $7.00 A YEAR—25c A COPY

FALL TIME SALES SOAR

TV Sets New Records, AM Increasing

TELEVISION time sales are soaring upward at a pace unprecedented in media history as the fall-winter season approaches, with interest in AM unabated, according to a nationwide survey by BROADCASTING-TELECASTING.

Like aural radio, TV will set new records during the coming season, in the opinion of practically all agency, advertiser, representative, station and network executives contacted in a coast-to-coast roundup by BROADCASTING-TELECASTING news bureaus [aural survey in Aug. 21 BROADCASTING].

The aural survey indicated that national spot alone would be at least 10% up from the $112 million 1949 figure.

The relatively infant visual medium, however, will more than double sales of last autumn and winter whereas aural radio is expected to maintain the rising curve that has marked its 30-year history according to the thinking of industry leaders.

Of dramatic interest is the fact that the dominant share of television advertising money is new money, not drained off radio budgets.

SRO Signs Out

In many TV cities the "standing room only" sign is starting to appear as clients buy up all available video time. Good time is becoming hard to find and in some areas advertisers and agencies are briskly competing for whatever availabilities they can find as stations keep increasing their operating hours.

Even the surge of rate increases in TV stations has failed to halt the demand, though temporary easing off has appeared in some cases. These increases are based on the sharp growth of the TV audience. Overall, the number of video sets is nearly triple the figure just one year ago.

Naturally the men who spend advertising dollars, and those who sell time, are concerned about possible impact of the war emergency. At worst, however, they feel that TV's circulation would level off in case of all-out war because set production might be halted entirely. There appeared no sign that an important segment of advertisers would abandon, in case of deepened world troubles, the medium they love so fervently at this time.

Everyone in and around television exudes joy at the medium's prospects and at the cash register results that it is producing. Success stories abound, stories that match and sometimes surpass those of the older aural broadcast industry.

These stories of profitable telecasting demonstrate strikingly the impact of the combined aural-visual message on the fast-growing audience and they provide impressive answer to the charge that rates are high, according to advertisers and agency executives.

Network business is fine, those who sell television time declare. Late August evidence points to a doubling of last year's business. With over a month of selling time left before the season is in full swing, networks have signed 120 advertisers who will sponsor 158 programs totaling 96 hours a week.

Last season there were 74 network TV advertisers sponsoring 93 programs totaling 59 hours a week.

Most of these advertisers are using more stations and paying more money to reach the vastly expanded audience.

Spot, too, is going higher and higher despite slowdowns here and there as station rates were adjusted upward along with the rapid pace of receiving set installations.

National representatives with TV clients have been selling the new medium hard, aided by a somewhat confused network affiliation situation centering around the multiple network tieups in cities with fewer than four visual stations.

TV stations generally show a fondness for spot contracts because they derive more revenue from this business than they derive from network programs. However, spot users are concentrating in many cases on cities with 75,000 or more TV sets.

Local Business Up

Local TV business is excellent. Many local business firms that figured TV was too rich for their blood have found, after taking a fling, that the new medium is a good buy on a cost-per-impression basis.

Nowhere is TV enthusiasm more intense than in New York, which thinks of itself as the heart of television. The enthusiasm of advertisers and agencies isn't dampened by the fact that good time is hard to find (see page 53).

In New England the SRO sign is appearing and rates are rising, though some spot and local clients have stepped aside momentarily to make up their minds about the higher time charges (see page 54).

Chicago's advertising fraternity is amazed at television. Stations are turning down accounts by the dozen and spreading schedules over morning and late-night hours. Conviction is growing that entertainment shows are good daytime audience getters, dispelling the oft-heard theory that only kitchen and home economics programming should be used before dinner (see page 54).

Television is becoming big business in the Southwest, with availabilities scarce. AM interest continues unslackened (see page 58).

Record activity is noted in Los Angeles, which expects to have a million TV sets by yearend. The market has seven stations but time is scarce and hours are being increased. Many advertisers like to use both television and radio campaigns (see page 55).

Prospects are fine, too, in San Francisco, which had a late television start. Completion this year of the San Francisco-Los Angeles radio relay link is expected to help the Golden Gate area (see page 55).

All around the nation television

(Continued on page 74)

MEDIA DOMINANCE

Radio-TV Lead Seen in '50

NATIONAL broadcast advertising (TV included) at least equalled the 1949 totals of newspapers and magazines and likely will lead other media in 1950, according to compilations by the National Assn. of Radio Station Representatives.

Though it is difficult to draw exact media comparisons because of lack of uniformity in basic formulas, NARSR has adjusted these elements in an effort to produce fair totals for 1949. The NARSR estimate of national advertising expenditures for 1949 follows:

Broadcast national advertising, time and talent, including national rated as local (TV included)	**$475,000,000**
Magazine advertising, space and preparation, net after quantity discounts	**475,000,000**
Newspaper national advertising, space and preparation, including national at local rates, excluding retail advertising of national brand products, net	**460,000,000**

In submitting these estimates to members, NARSR Managing Director T. F. Flanagan said the day is not far distant when broadcast advertising will be far out in first place. He cited "the healthy growth of radio in 1950" and "the sensational growth in television" along with the "spectacular annual gains" of newspapers.

"Fortunately it doesn't make much difference which is first, second or third among these three media," Mr. Flanagan said. "All three are running into the hundreds of millions dollars, all three have served and are serving advertisers and the national economy very well indeed. Regardless of the individual gains of the three media, the total amount of money spent for consumer advertising in the foreseeable future is bound to continue its spectacular growth."

Since the Bureau of Advertising of the American Newspaper Publishers Assn. and the Magazine Advertising Bureau are promoting their "leadership" in national advertising, Mr. Flanagan said, "There is no reason why we shouldn't step into this battle of the figures, since we can show that this is probably the last year in which either magazines or newspapers can even claim the leadership. Broadcast advertising has either taken the lead already or

(Continued on page 74)

LEE SALE

Specifications To Be Released Soon

SPECIFICATIONS to govern projected sale of Thomas S. Lee Enterprises, embracing the Don Lee Network, KTSL (TV) Los Angeles and automotive and real estate properties, will be released about Labor Day by Ben H. Brown, Los Angeles Public Administrator, it was learned last week.

Mr. Brown in Washington last Wednesday with County Attorney Ernest Purdum, conferred with FCC Chairman Wayne Coy and Acting General Counsel Harry Plotkin regarding status of the projected sale.

They left for Detroit following the FCC session to confer with General Motors' executives regarding disposition of Cadillac agencies held by Thomas S. Lee Enterprises. They did not plan to return to Los Angeles until the month's end.

Principal prospective bidders are understood to include CBS; Edwin S. Pauley, west coast industrialist; Liberty Broadcasting Co.; General Tire, owners of the Yankee Network, and a syndicate of Don Lee executives headed by Board Chairman Lewis Allen Weiss and President Willet Brown.

Brown Plans

While no definite conclusions have been reached, it is indicated that Public Administrator Brown has in mind specifying bids for the capital stock of Thomas S. Lee Enterprises and is not disposed to accept bids for individual properties. Originally, CBS was interested only in KTSL and the new Don Lee headquarters building, while the Weiss-Brown syndicate and Liberty were reported interested only in the Don Lee network and broadcasting properties. Mr. Pauley was reported prepared to bid for all of the properties.

It was presumed that the principal bidders will be CBS and Mr. Pauley. Speculation centered upon possible disposition of the AM properties by the successful bidder.

Factors to be covered in specifications will include terms of sale and whether cash payment would be required along with inheritance tax factors, both state and federal. Taxes might run at least 50% of the sales price, it was thought. Tentative decision has been reached to sell the capital stock, largely because of tax reasons.

The property has been variously estimated as being worth between $4 million and $10 million depending upon tax aspects. The properties are being offered for sale upon direction of R. D. Merrill, 83, uncle and sole heir of Thomas S. Lee. Possible litigation growing out of claims of relatives are being held in abeyance pending sale of the properties. Mr. Lee, who was killed in a fall from a building on Jan. 13, owned all of the stock of Thomas S. Lee Enterprises.

OVERALL NAMED

To MBS Sales Post

APPOINTMENT of John R. Overall to succeed Duncan R. Buckham, who resigned as sales manager of the eastern division of MBS, was announced last week by Adolf N. Hult, vice president in charge of sales.

Mr. Overall joined the MBS sales department in 1935-1936, after a five-year period with NBC sales

Mr. Buckham, who has not announced his future plans, has been associated with radio since 1926, and with MBS since 1945.

N.Y. AD COURSE

Streibert, Kobak Speakers

THEODORE C. STREIBERT, president, WOR New York and board chairman of MBS, and Edgar Kobak, business consultant and former MBS president, are among speakers scheduled for the 27th annual advertising and selling course offered by the Advertising Club of New York.

Scheduled to run from Oct. 9 to March 19, 1951, the course will include 27 lecturers, six clinic sessions in six specialties: Radio and TV, copy writing, sales promotion, advertising production, better selling, sales and advertising research. Clinics are round table discussions with specialists in each field. Cost of the course is $25.

LeGear Plans Drive

DR. L. D. LeGEAR Medicine Co., St. Louis (stock, poultry and dog remedies), begins a national radio spot campaign in the fall through Simmonds & Simmonds, Chicago. Phil W. Tobias is account executive. Specific plans are being decided now as to starting date, duration and markets.

Mr. FOGARTY

RENDELL NAMED

Heads ABC Far East Staff

RICHARD RENDELL last week was appointed chief of the ABC Far Eastern news staff, it was announced by Thomas Velotta, ABC vice president in charge of news and special events.

Mr. Rendell, a veteran Washington newsman and broadcaster, will leave by plane this week for Tokyo, where he will establish headquarters and coordinate the reporting of ABC Correspondents Jimmy Cannon, Ray Falk and John Rich. On the news staff of WMAL Washington for the past two years, Mr. Rendell previously was chief of the Washington bureau of the Chicago *Sun-Times* and served on the capital staffs of AP and *Newsweek*.

Ziv Names Griffith

APPOINTMENT of Robert C. Griffith as New York sales representative of the Frederic W. Ziv Co., New York, was announced last week. Mr. Griffith, an advertising consultant before his appointment, has been associated with Deboth Features, New York, and with WOR New York.

Drawn for BROADCASTING by Sid Hix

"Now don't get angry dear, I just read in BROADCASTING *that your fall business will be very good!"*

FOGARTY NAMED

Is WOW General Manager

FRANK P. FOGARTY, young Omaha business executive, has been named general manager of WOW Omaha by the board of directors of WOW Inc. He succeeds the late John J. Gillin, Jr. Announcement was made by Francis P. Matthews, Secretary of Navy, who succeeds Mr. Gillin as president of WOW. The corporation operates WOW-AM-TV and KODY North Platte, Neb.

Simultaneously, the resignation of Joe Herold, technical director of WOW Inc. and general manager of WOW-TV, and Russ Baker, production manager of WOW-TV, were announced.

Lyle DeMoss was elected assistant general manager by the board.

Mr. Fogarty resigned as vice president of Paxton & Gallagher Co., Omaha coffee concern, assuming his WOW post Monday. He is currently president of the Omaha Rotary Club, a councillor in the Knights of AK-SAR-BEN, and a past president of the Omaha Mfrs. Assn.

Creighton Graduate

A native Omahan, Mr. Fogarty holds a B.A. degree from Creighton U. After his graduation he served three years in charge of Creighton publicity and graduate organizational work. In 1929 he was appointed manager of the Omaha Chamber of Commerce Convention & Publicity Bureau. Seven years later he became general manager of the Chamber, resigning in 1944 to accept the Paxton & Gallagher post.

Mr. Fogarty is married and has three children. He lives at 491 Webster St., Omaha.

Mr. Herold was with WOW for approximately 21 years. He has served as an engineer, control supervisor and technical director. He inaugurated the WOW-TV personnel training program in cooperation with Creighton U. in 1949 and was made manager of WOW-TV on May 1, 1949. He also designed and supervised the installation of the WOW-TV technical equipment and building and, under the direction of the late Mr. Gillin, set up organization of the WOW-TV staff.

Mr. Baker, production manager of WOW-TV since its opening in August 1949, has been with the WOW orgaization since 1934 with the exception of two years spent in the theatre and radio in New York and four years in the Army.

Matthews Joins D-F-S

BASIL MATTHEWS, formerly with Sherman & Marquette, New York, has joined Dancer-Fitzgerald-Sample, same city, as vice president. He will be in charge of the Procter & Gamble account for the agency.

TEST SURVEY

Deckinger, Chappell to Committee

SPECIAL test survey committee recruited by Stanley G. Breyer, commercial manager, KJBS San Francisco, to resolve the confusion arising from differing ratings resulting from Hooper and Pulse surveys in that city [BROADCASTING, July 3-Aug. 21] held its first meeting last Monday in the BMB board room in New York.

First act of the new committee was to enlarge its membership from six to eight by the addition of Lawrence Deckinger, director of research, The Biow Co., New York, and Matthew W. Chappell, head of the psychology department, Hofstra College. Both newcomers were selected from the membership roster of the New York Radio and Television Research Council, of which Dr. Deckinger is president.

Committee members in addition to Dr. Chappell and Dr. Deckinger are: Kenneth H. Baker, director of research, NAB, elected chairman of the special test survey committee; Lewis H. Avery, president, Avery-Knodel Inc., and president of National Assn. of Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc.; Fred Manchee, executive vice president, BBDO; Dr. Sydney Roslow, director, The Pulse Inc.; A. Wells Wilbor, director of marketing research, General Mills Inc.

Chappell Background

Dr. Chappell formerly was associated with the Hooper organization and was co-author with Mr. Hooper of a volume on radio research. Since leaving Hooper, Dr. Chappell has been associated with the Psychological Corp. and remains as consultant with that organization in addition to his faculty duties at Hofstra College.

Appointment of the new committee members answered the objections voiced by Dr. Roslow in correspondence with Mr. Breyer. When he accepted the invitation to participate in a test to determine the accuracy of Pulse audience measurements in the San Francisco-Oakland area in direct comparison with those of C. E. Hooper Inc., Dr. Roslow had stipulated that the committee named to supervise the study be satisfactory to him.

When Mr. Breyer announced his committee appointments, Dr. Roslow objected that he had not been given an opportunity to pass on the committee members in advance and furthermore observed that Mr. Breyer had not followed his original plan of including a Pulse station subscriber and a Hooper station subscriber in the committee's membership. Fact that BBDO and General Mills are both subscribers to Hooper services but not to those of Pulse aggravated rather than relieved the situation.

With committee agreement to expand its membership and the prompt acceptance of Dr. Chappell and Dr. Deckinger to join the group, the apparent impasse was removed and the members got down to their appointed task of drafting plans to insure an accurate comparison of the two rating services.

Data Asked

The committee requested Mr. Hooper and Mr. Roslow to submit data on their surveys in the San Francisco-Oakland area to permit more direct comparison than is currently possible. Pulse calls will be tabulated into telephone and non-phone families within the five-cent phone call zone and Hooper calls will be tabulated for the same area.

In this way, differences due to the inclusion of non-phone homes by Pulse and their exclusion by Hooper can be eliminated, as can differences due to variations in the area surveyed by each service. With these out of the way, the committee will then be in a better position to determine what variations in Hooper and Pulse ratings are due to differences between the coincidental telephone technique used by Hooper and the personal interview recall method used by Pulse.

The two audience researchers have agreed to prepare the desired tabulations and have them ready for submission to the committee at its next meeting on Aug. 31. Group will discuss the tabulations then and will decide on the next step in the testing program.

Problem Foreseen

A problem foreseen but not yet met by the committee is that of broadening the experiment to include meter and diary audience measurements as well as the Hooper coincidental telephone system, the Pulse personal interview method and the coincidental personal interview survey which Mr. Hooper and Dr. Roslow have agreed to underwrite. If the committee should conclude that inclusion of other survey techniques is desirable the question of fund-raising to finance these expanded tests will immediately arise.

TWO of the seven tuna he caught during his recent vacation are displayed by Bernard Howard, Eastern sales manager of Forjoe & Co. Inc., station representative. These fish tipped the scales at 16 and 15 pounds, respectively.

PERON REGIME

Argentina's Largest Broadcaster

By HERBERT M. CLARK
BUENOS AIRES

THE PERON regime is revealed to be the largest single owner of broadcasting facilities in Argentina by documents reaching this correspondent through informed sources.

The documents also suggest that President-General Juan Peron has moved across frontiers and become the owner of two shortwave transmitters in Uruguay and one in Paraguay.

Circumstantial evidence simultaneously gives new strength to the general belief, which has survived all denials, that the Peron regime actually controls every transmitter in the country.

The government has always insisted that radio is a private industry and that it cannot control anything but its own state radio station—LRA—and its shortwave transmitter.

The most important and detailed statement of that official contention was made just 12 months ago in reply to a United States Embassy protest against restrictions imposed on freedom of information in the field of radio. The Argentine answer was that the government obviously could not impose restrictions since it had no connection at all with radio.

The documents obtained today demonstrate that when that reply was delivered, the government had already purchased 16 "independent" longwave and six shortwave transmitters. Coincidental establishment of federal control over nine municipal stations had thus given Peron 26 of Argentina's 54 longwave transmitters and seven of the 10 existing shortwave transmitters.

The telling documents come from the 1947 files of the Instituto Argentino para Promocion del Intercambio—the Argentine Trade Promotion Institute known by its initials as IAPI.

Resolution C-220 of that state trading monopoly, dated Oct. 16, 1947, authorized "the purchase, through the Telecommunications Dept., of the physical properties of Radio Belgrano and the Premier Argentine Broadcasting Network, and stations LS10 and LR2 in Buenos Aires and LV4 in Mendoza." The price of 2 million pesos was then worth roughly half a million dollars.

Composition of Network

The "Premier" network includes 12 longwave and three shortwave transmitters in Argentina plus two shortwave stations in Uruguay and one in Paraguay. There is nothing to indicate that those foreign stations have been sold since.

Resolutions C-221 and C-222 expanded the program to include payments for good-will and acquisition of title to station LV12 in Tucuman.

Resolution C-223, noting that 3,166,666 pesos had already been laid out, authorized "the expenditure of an additional 8,833,334 pesos to complete purchasing . . ."

The funds were drawn from the Banco de la Nacion, the official institution which has many of the functions of the Federal Reserve Bank, as shown on the detailed balance sheet for 1947 in a notation recording "an advance to IAPI of 12 million pesos for the purchase of various broadcasting stations."

Significantly, that entry figures only on the detailed balance sheet prepared for officials and does not show on the published report.

That evidence, to most observers, lends added importance to a recent series of studio shifts beginning when Radio Belgrano moved into new headquarters in the Alvear Palace Hotel, now believed to be owned, through dummies, by Madame Eva Duarte de Peron, Argentina's "first lady." Belgrano's old studios were ceded to Radio Splendid, key to another 11-station network believed to belong to the government, and Splendid in turn handed its former building to the State Radio Dept.

Argentina's only other chain is the 16-station network based on Radio El Mundo, part of the Haynes Publishing Co. properties. Those were sold in 1948 to a group whose acting president, Major Carlos Aloe, is Peron's executive secretary at the Casa Rosada, Argentina's pink "white house."

Don Lee Signs Kirkwood

JACK KIRKWOOD, comedian, last week was signed by Don Lee Broadcasting System to a five-year contract calling for a five weekly half-hour show. The show is set to start Oct. 16 and is a package of Century Artists Ltd., Hollywood. Signing for the agency was Ben Benjamin. Donn B. Tatum, vice president and general counsel, Don Lee, signed for the network. Total value of the package plus network production costs is approximately $500,000.

MEDIA RATE FACTS

NAB Proposes Study

AURAL RADIO's rate-circulation structure will be matched against those of competing media if a plan proposed by NAB is taken up by the industry.

Stung by suggestion of Assn. of National Advertisers that broadcasters should make drastic rate cuts, NAB General Manager William B. Ryan last week proposed that the true facts of media rate structures be pitted against each other.

Mr. Ryan made the suggestion last Tuesday. A few hours later NAB District 15, meeting in Monterey (see story page 23), adopted a resolution endorsing the idea. Similar action was expected at the District 16 meeting in Los Angeles (see story this page).

Special survey designed to show the actual state of the broadcast audience would be taken, under the NAB plan, with the entire industry underwriting the project.

In announcing the idea, NAB said it is designed "to provide the true facts concerning the rate structure of all radio stations with reference to circulation as they compare with other advertising media and to evaluate the relation of station rates to station operating costs.

"It will not presume to determine individual station rates but rather to develop basic information to enable station operators realistically to evaluate the competitive position of their own medium and in turn to determine for themselves their individual rates with reference to all competitive media as well as in the light of their own station operating costs."

All stations will be asked "not to yield to pressures from organized groups of buyers pending the completion of the survey." NAB hopes for quick action so the survey can get under way soon and be completed by next March 1.

NAB suggests that the board's Broadcast Advertising Bureau Committee, which recently drew up a plan to separate BAB from NAB and nurse it into a million dollar corporation, would be well qualified to take over organization details of the survey.

Thus far the project is merely in the suggestion stage, aside from the two district meeting resolutions. The ANA rate-cutting scheme was discussed informally at the last NAB board meeting but no formal action was taken. Instead the board acted on the long-range plan to set up a BAB that will match the costly advertising bureaus maintained by newspapers and magazines.

Key Questions

Unanswered at the weekend were several key questions: Who would raise the money? How much would be needed? How do NAB board members feel about the idea? How do stations feel?

Offsetting the two-district approval of the idea was a suggestion that the ANA gesture was unethical and in bad taste, and should be allowed to die quietly. Another prominent broadcaster who didn't want to be quoted thought NAB merely would dignify the ANA figures, described as full of holes, by taking major steps to answer them. These were only random comments, however. Industry opinion has not had a chance to jell.

NAB already has a reservoir of data and sales material that can serve as a basis for development of up-to-date factual arguments in answer to ANA's proposal. Along with audience and sales devices developed by BAB, the association has access to BMB figures and rate card compilations, as well as such weapons as the "How Much for How Many" bulletin drawn up in 1946.

One suggestion would bring together a small group of station, network, representative and research officials familiar with the national industry picture. By pooling their material and adapting it to current situations, it is contended, the committee could come up quickly with suitable answers to ANA. These could be followed by new research material supplied by firms not connected with broadcasting and concededly neutral in their attitude.

No NAB board meeting is scheduled until November, but board votes are sometimes taken by phone, telegraph or mail.

The survey proposal may come before NAB's AM committee, which meets Oct. 23-24 in Washington with Hugh B. Terry, KLZ Denver, as chairman. The NAB TV committee, headed by Robert D. Swezey, WDSU-TV New Orleans, meets Aug. 31-Sept. 1 in Washington. He also is chairman of the board's BAB Committee which drew up the BAB expansion plan and has appeared at the three West Coast district meetings to explain the BAB project.

IN APPRECIATION for 11 years service as district director, NAB District 17 presented a watch to Hamp R. Spence (r), KXRO Aberdeen, retiring director. H. Quenton Cox, KGW Portland, successor on the board, makes the presentation [BROADCASTING, Aug. 21].

UNITED ACTION

Urged by NAB District 16 For Competition

UNITED industry action to meet competition of other media was urged at the NAB District 16 meeting, which opened Thursday at the Hollywood Roosevelt Hotel in Hollywood. Sparking this move to expand industry sales promotion was Robert D. Swezey, WDSU New Orleans, chairman of the NAB board's BAB Committee, who has appeared at the three NAB West Coast meetings (see District 15 story page 23).

Though the business session was not scheduled until Friday, the district endorsed the greater BAB project at the end of Mr. Swezey's talk. Motion to approve the plan was submitted by William J. Beaton, KWKW Pasadena.

With Calvin J. Smith, KFAC Los Angeles, presiding as district director, the BAB discussion featured the opening day's program. Referring to competitive battles between stations, Mr. Swezey said, "While we have been engaged in fighting and knifing each other, the newspapers, magazines and other media directly competitive to radio have been constantly and effectively plugging their wares against us."

In reviewing TV's rapid growth, which he described as having "a very unsettling effect upon the radio business," he said broadcasting still provides the most effective advertising channel for many sponsors and products. "Radio is here to stay," he assured the delegates, although it will naturally have to make adjustments since all media have undergone revisions periodically."

Mr. Swezey referred to the recent ANA report calling for radio rate cuts in TV markets and said broadcasting is singled out as the "goat." Support of the BAB project "will be worth every dime and every hour and every ounce of energy put into it," he said.

Other speakers at the two-day meeting included NAB President Justin Miller, discussing defense developments; Carl Haverlin, BMI president; Lee Hart, BAB assistant director; and NAB staff members.

THIS group at the National Assn. of Radio Station Representatives' Spot Clinic luncheon held at New York's Biltmore Hotel Aug. 1 includes (l to r): seated, T. F. Flanagan, managing director, NARSR; Edmund Johnstone, executive vice president of Dowd, Redfield-Johnstone, guest; Fred Hague, George P. Hollingbery Co.; George E. Abrams, advertising manager of Block Drug Co., guest; Mort Bassett and Bob Eastman, both of John Blair & Co.; standing, Nick Madonna and Tom White, Avery-Knodel Inc.; Jim McManus and Tom Campbell, The Branham Co.; Robert D. C. Meeker, Robert Meeker Assoc. Inc.; Knox LaRue, George P. Hollingbery Co., San Francisco; Jim LeBaron, RA-Tel Representatives Inc.; Les Pierce, KWFT Wichita Falls, Tex.; Ron Litteral, KLYN Amarillo, Tex. The luncheon is a monthly event sponsored by NARSR.

CHICAGO SITE

For NAB '51 Convention

CHICAGO, overwhelming choice of the membership, will be the scene of the 1951 NAB convention. A mid-April date will be announced later. The Stevens Hotel again will be convention site.

With most of the local details solved, the NAB board's Convention Sites & Policy Committee awaits results of an industry survey covering programming preferences. The committee is headed by Eugene S. Thomas, WOR-TV New York. Other members are Harold Wheelahan, WSMB New Orleans, and James D. Shouse, WLW Cincinnati.

The time of the 1951 meeting will be selected after a program format is approved. Under serious study is a proposal to hold the Management Conference and Engineering Conference at the same time, cutting the convention week schedule from seven days to perhaps four.

Exhibitors would be among those who would approve a four-day convention schedule, many of them claiming that only the technical, exhibits drew attention during the Engineering Conference. Total cost to exhibitors would be reduced, it is pointed out.

In the board committee's poll of the membership 569 of the 1,004 ballots mailed were returned. First choice votes of leading cities were: Chicago 184, New York 93, Washington 50, New Orleans 35, San Francisco 30, Miami 27, Los Angeles 19, Houston 18, St. Louis 13, Atlantic City 11, Cleveland 10.

Chicago and New York were tied for second place with 104 and Chicago had 69 votes for third place compared to 63 for New York.

Total votes (first, second and third choice combined) were: Chicago 357, New York 260, Washington 116, New Orleans 86, St. Louis 75, Los Angeles 67, San Francisco 55, Miami 49, Houston 47, Cleveland 43, Denver 38, Atlantic City 35, Dallas 28, Kansas City 27, Philadelphia 24, Detroit 20, Atlanta 18, Boston 14, Cincinnati 10.

GROUP OF DELEGATES at NAB District 15 meeting (l to r): seated, James Oliver, KSBW Monterey; John Elwood, KNBC San Francisco; Lincoln Dellar, KXOA Sacramento; Philip Lasky, KSFO-KPIX (TV) San Francisco; Charles A. Batson, NAB; standing, Maynard Marquardt, World Broadcasting System; Jack Frost, RCA; C. V. Berlin, KSCO Santa Cruz; William Oates, KSBW Salinas; W. C. Gartland, RCA Program Service; David Sandenburg, Avery-Knodel; Paul Bartlett, KFRE Fresno; Edward L. Terry, KSGN Sanger; Ray V. Hamilton, Blackburn-Hamilton; Dr. H. Morgan, KSBW. Meeting was held in the San Carlos Hotel, Monterey.

* * *

NAB DIST. 15

Pledges BAB, Rate Study Support

PROPOSED industrywide study of radio rates and media costs, designed to supply answers to the ANA contention that aural rates are too high, (see story page 22), was unanimously approved by NAB District 15 at its Aug. 21-22 meeting held at the San Carlos Hotel, Monterey, Calif.

The district "repudiated" the ANA demands as "unjust and unwarranted" in supporting a project launched by NAB General Manager William B. Ryan. It pledged full support to the NAB board's Broadcast Advertising Bureau Committee in its separation of BAB from the association and its expansion into a million-dollar media promotion agency.

Delegates agreed the new setup would allow "a more positive and aggressive sales promotion for the industry" and urged other districts to take similar action.

Presiding at the district meeting, second of the 1950 summer-fall series, was Glenn Shaw, KLX Oakland, district director.

The BAB resolution was passed following discussion of board plans by Robert D. Swezey, WDSU New Orleans, NAB board member and chairman of the board's BAB committee.

Two questions were put to Mr. Swezey from the floor: "Why is it felt BAB cannot operate as effectively inside NAB as out of it?" and "Under the new reorganization with its increased cost to subscribers are we assured BAB will undertake a truly aggressive and positive campaign of sales promotion—as aggressive as the newspaper association does?"

Mr. Swezey answered "definitely yes" to the second question. To the first query he replied that a separate BAB would permit a larger budget without increased cost to NAB; would be free to pursue sales promotion in every possible field, and would open the service to a larger number of subscribers.

Appearing for the first time at the current series of meetings, Judge Justin Miller, NAB president, outlined what will be expected of radio and what the industry can expect in the defense crisis.

Defense Role

He said he thinks of NAB's overall activities "in terms of our national constitution—in terms of forming a perfect union, of providing for the common defense and promoting tranquility in our industry." He called the district meetings "NAB's most important educational activity."

The industry faces two important problems that should not be compromised, Judge Miller said—status of NARBA and the newly won right to editorialize. He said most industry executives recognize the importance of NARBA but few seem to appreciate the editorial privilege.

In his recent discussions with government leaders, he said, he was impressed with the respect the government has for newspaper editors and the lack of respect for radio opinion. He said this was based on the fact that newspapers have long had and used their right to editorialize.

Hardy Speaks

Ralph W. Hardy, NAB government relations director, called the right to editorialize "radio's big stick, the biggest stick anyone has ever had."

"Too many broadcasters are inclined to say, 'All right, we can editorialize, so what'," Mr. Hardy said. "If you don't know so what, then you've got an awful lot to learn."

The subject of SESAC rates was

(Continued on page 85)

* * *

KEY FIGURES at NAB 15th District session were NAB President Justin Miller (l) and Glenn Shaw, KLX Oakland, district director.

District 15 Registration

Anderson, Sheldon, KCOK Tulare; Bailey, Howard, KWG Stockton; Bartlett, Paul, KFRE Fresno; Barton, Jack L., Capitol Records Inc., Hollywood; Batson, Charles A., NAB, Washington; Baymiller, G. V., and Butler, Lawrence, KDON Santa Cruz; Berlin, C. V., KSCO Santa Cruz; Bowerman, Dan, United Press; Brown, Hal, KMJ Fresno; Chenault, Gene, KYNO Fresno; Collins, Keith, KFBK Sacramento.

Davison, Walter B., Lang-Worth, New York; Dellar, Lincoln, KXOA Sacramento; Doherty, Richard P. NAB, Washington; Dolberg, Glenn, BMI, New York; Elwood, John, KNBC San Francisco; Finley, Mrs. E. L. and Finley, Robert W., KSRO Santa Rosa; Gartland, W. C., RCA, Record Program Service, Hollywood; Goodnight, Clyde L., KUBA Yuba City; Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco; Hamlyn, John, McClatchy Broadcasting System, Sacramento; Hardy Ralph W., NAB, Washington; Hauser, Carroll, KHUM Eureka; Haverlin, Carl, BMI, New York.

Kees, Hugh, KOH Reno, Nev.; Kelly, Ewing C., KCRA Sacramento; Knight, Mark, Associated Press; Lasky, Philip G., KSFO-KPIX(TV) San Francisco; Litfin, Richard, United Press, San Francisco; MacFarland, J. C., KECC Pittsburg, Calif.; Mallory, Charles F., KSJO San Jose; Marquardt, Maynard, World Broadcasting System, Hollywood; Marshall, M. D., KECC Pittsburg, Calif.; McClatchy, Eleanor, McClatchy Broadcasting System, Sacramento; Miller, Justin, NAB, Washington; Miner, L. John, KHBY Monterey; Morgan, D. H., KSBW Salinas; Newman, Dick, RCA Victor, San Francisco.

Oates, Bill, KSBW Salinas; O'Hara, William D., KMBY Monterey; Oliver, Jim, KSBW Salinas; Person, Evert B., KSRO Santa Rosa; Rider, John, SESAC Inc., New York; Scott, Chas. P., KSRO Santa Rosa; Shaw, Glenn, KLX Oakland; Sims, Bartley, KUKI Ukiah; Teegarden, Lewis, Standard Radio, Hollywood; Terry, Edward L., KSGN Sanger, Calif.; Torbet, Alan L., KROW Oakland; Ullom, Chester V., KUBA Yuba City; Voigt, George R., Broadcasting, San Francisco; Wagner, Jack R. KSYC Yreka, Calif.

Local Radio Boosts

Bohoy's Appliance Sales

FURTHER radio plans are discussed informally over a cup of coffee. Ben Hergonson (l), general manager of WCBA Corning, N. Y., singles out progress to date on the successful campaign waged by Mike Bohoy (r), appliance dealer. In six months, Bohoy sales have climbed to a record high.

* * *

RADIO trail-blazing by Appliance Dealer Mike Bohoy has his colleague tradesmen in the Corning, N. Y. area thinking in terms of sponsorship and timebuying. But far from considering himself a pioneer in small town radio advertising, Mr. Bohoy feels he found his best advertising medium when it was needed most.

The Bohoy store's sales chart speaks for its owner's radio effort. Already this summer, Bohoy has gone over the 1950 selling quota despite heightened competition in the appliance business.

The remarkable chapter in the Bohoy radio success story is the fact that before 1949 the medium was a stranger in Mike Bohoy's advertising plans. For 15 years he hewed to the traditional line of advertising his appliances in newspapers only.

A year ago, the appliance dealer decided to dabble in radio. He purchased spots to push special sales and occasionally sponsored a ball game.

But this flirtation did not last long. In January this year, sales at Bohoy sagged and Mike Bohoy looked around for a selling punch. He asked radio if it had a quick answer. When WCBA Corning, a 1 kw station, entered the scene with cold logic, the Bohoy battle was half won.

WCBA came up with a survey which showed most of the large Polish population in a 50-mile radius of Corning would be receptive to a program which beamed selected polka music. For the Bohoy campaign, WCBA suggested a 12:05-12:20 p.m. *Polka Party*, sandwiched between the noon news and the station's *Farm Journal*.

That was the turning point for Bohoy. The program was put on the air three days a week, Monday, Wednesday and Friday. Reaction was swift on the all-telling sales chart. Customer activity climbed immediately. And Mr. Bohoy increased *Polka Party* to a seven-day week affair, with a half-hour devoted to the show on Sunday.

By the end of April, the Bohoy store sold its 1950 quota of appliances and had set a new sales record. Radio was not only selling Mr. Bohoy's wares but it was selling itself to Mr. Bohoy.

* * *

SINCE *Polka Party* has been on the air, WCBA has had to follow up a deluge of requests and comments from listeners by purchasing a complete record library of all types of polkas. The station now writes out the music format six months in advance to avoid duplication. This list is approved by Mike Bohoy himself.

In conjunction with the program, the Bohoy store has agreed to use "as advertised over WCBA" signs for its merchandise advertised over the air. Items throughout the store are tagged as "radio specials."

With radio pushing the sales curve ever upward, Mr. Bohoy's respect for radio has risen proportionately. In late spring, Mr. Bohoy decided to sponsor one Midget League baseball game a week in Corning. A special broadcasting booth built at Midget Field carries the legend "Bohoy suggests that you support the Midget Teams by attending. If you can't, listen over WCBA." WCBA sponsors a team in the league called "The WCBA-1000 watters." As added promotion, pictures of the team are distributed to each member with the compliments of Bohoy and WCBA.

Shortly after this participation, the Bohoy store received letters from parents thanking Mike Bohoy for making it possible for them to hear their children play in the league. This program, it was noted, touched a very special type of audience and contributed a good dose of goodwill as well as sales.

Still another program was sponsored over the station by Bohoy. Called *The Bohoy Juke Box Review*, the show used the request type format coupled with the playing of a "mystery vocalist" recording each night. The hour show was placed Tuesday through Friday.

Since appliances are the products advertised by Bohoy, all the programs are on a co-op basis. At first, distributors in the area were worried about all the time and variety being sponsored by Bohoy.

But the results of Bohoy's campaign have changed all that. The answer is given by one of the distributors who said: "The more appliances Bohoy sells, the more appliances we sell. If Bohoy wants variety, let him have it."

* * *

A TYPICAL Midget League team, whose games are aired by WCBA under Bohoy sponsorship. Photos of the ball clubs are distributed to each team member with the compliments of Bohoy and WCBA.

Other Articles On Appliances Dealers' Successes in BROADCASTING-TELECASTING

Crosley Dealers Solve Selling Problems by Using TV—A feature, Aug. 7, 1950.
Thor Teaches Owners of Gladirons on TV—News story, July 17, 1950.
General Electric Supply Co. Grows Up with L. A. Video—A feature, May 1, 1950.
Selling Power in TV Moves Crosley Products—News story, April 24, 1950.
Mizerany Appliance Co.'s First Radio Use Booms Sales—A feature, April 10, 1950.
Sunset Appliance Stores Credit 100% Sales Gains to WPIX Sports—A featurette, June 6, 1949.

XUM

1950 IOWA RADIO SURVEY MORE STARTLING THAN EVER!

More Iowa Homes, Plus More Radio Sets Per Home, Equal More Listening!

FIGURES from the 1950 Iowa Radio Audience Survey** (soon to be released) confirm the reasoning behind that headline—prove that your Iowa radio dollar buys more today than ever. Here's the evidence, step by step . . .

(1) "More Iowa Radio *Homes.*" The following chart shows the increase in the number of radio-equipped Iowa homes since 1940 and since 1945. With more than an 8% increase in the last ten years, *the number of Iowa homes with radio is now near 100%!*

RADIO-EQUIPPED IOWA HOMES	1940 Survey	1945 Survey	1950 Survey
Percentage of all homes owning radios	90.8%	93.6%	98.9%*

*Amazing as this increase in radio homes is, since 1940, it of course does not reveal the tremendous increase in total *number* of Iowa homes—*up 70,000 since 1940!*

(2) "More Radio *Sets* Per Iowa Home." The following chart shows the tremendous increase in the number of Iowa homes which have graduated from one-set to multiple-set ownership since 1940 and 1945. Almost *half* of all Iowa radio homes now have *more* than one radio set!

NUMBER OF SETS PER RADIO-EQUIPPED IOWA HOME	1940 Survey	1945 Survey	1950 Survey
Percentage of radio homes owning:			
Only one set in the home	81.8%	61.5%	51.2%
Two sets in the home	13.8%	29.4%	35.6%
Three or more sets in the home	4.4%	9.1%	13.2%
	100.0%	100.0%	100.0%

(3) "More Iowa Radio Listening." The following chart shows that more Iowa *sets* mean more Iowa *listening*. The 1949 Survey used a 24-hour recall method to determine the amount of simultaneous listening in multiple-set homes. This year the Survey placed a two-day diary on a large sample of multiple-set homes. Both surveys found that *between ¼ and ⅓ of all two-set families use two sets simultaneously each day—between ½ and ⅔ of all three-set families listen to two or three sets simultaneously each day!*

FAMILIES WHO USE TWO OR MORE SETS SIMULTANEOUSLY EACH DAY	1949 Recall Study	1950 Diary Reports
Reported Simultaneous Use:		
Homes equipped with two sets	26.4%	38.9%
Homes equipped with three sets	50.2%	61.8%

More Iowa radio *homes*, plus more radio *sets* per Iowa radio home, equals more Iowa radio *listening*. And WHO, of course, continues to get the greatest share of Iowa's total radio listening.

Let us or Free & Peters send you all the facts, including a complimentary copy of the new Survey now on the press.

**The 1950 Iowa Radio Audience Survey is the *thirteenth* annual study of radio listening habits in Iowa. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

The 1950 Edition was again conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,215 Iowa families, scientifically selected from Iowa's cities, towns, villages and farms.

WHO will gladly send a copy of the 1950 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

FOOTBALL LINEUP

Sponsors Set '50 Plans

TOP SPONSORS of football already are lining up for a 1950 season of complete radio and television coverage. Mentioned in reports that started to come in last week were such traditional sports advertisers as Chevrolet, Standard Oil, Atlantic Refining, Gillette.

A rundown of advertisers and stations signing contracts for this year's pigskin parade found an Ivy League schedule in the East set for Atlantic sponsorship on WBZ-TV Boston. Focus there will be on Harvard U. which opens its home season against Columbia U. on Oct. 7 and ends with the classic Yale game on Nov. 25. To round out this eight game coverage, Atlantic also will bring WBZ-TV viewers the U. of Pennsylvania's contest with the U. of Virginia on Sept. 30, and the station will carry the Army-Navy game on Dec. 2. Gillette Safety Razor Co. sponsors the West Point-Middies game.

Atlantic also is expected to at least duplicate its wide and thorough radio and television coverage of last year, although details have not yet been released.

WRNL Schedule

Virginia U. and professional games of the Philadelphia Eagles are being lined up by WRNL-ABC Richmond. All 10 games of the collegiate schedule will be broadcast. They are to be sponsored by Virginia Chevrolet Dealers Assn. and fed to a 23 station network in the state.

Eagles games sponsored by Climax and Tru-Ade Beverages, beginning the end of this month will be broadcast weekly until the second week of December on WRNL. Also on station's agenda is the annual Thanksgiving Day meet between Virginia Military Institute and Virginia Polytechnic Institute at Roanoke. This state classic is to be sponsored by C. F. Sauer Co. of Richmond.

Fall program for WHAS Louisville is in the making. The station will carry broadcasts of all 11 U. of Kentucky games with The Reynolds Metal Co. picking up the tab. Sportscaster Phil Sutterfield will handle play-by-play. On WHAS-TV, an hour-long football program on Tuesday will discuss movies shown of the previous Saturday's college contest with the university's coach, Paul Bryant, and Mr. Sutterfield, the experts.

In Chicago 12 Bears professional games and nine Northwestern U. tilts, as well as all adjacent shows and spots, have been "sold out" at WIND that city. Dodge Dealers of Greater Chicago, through Ruthrauff & Ryan, will sponsor the N. U. games. Standard Oil of Indiana, through McCann-Erickson, contracted for the station's exclusive coverage of Bears home and away games, starting Sept. 17.

WIND also reports Peter Hand Brewing Co. (BBDO) signed for *Football Scoreboard* to follow N. U. broadcasts, Ray Eddy Plymouth-Dodge Dealer (Arnold Isaccs) for the identically named program to follow Bears contests; R-H Television (Walter Rubens agency) for *Football Review* prior to N. U. broadcasts, Peter Hand again for program with same name to come before Bears games.

Spots to be aired in advance of both games sold to Household Finance Corp. (LeVally); spot after N. U. games to Citation Hat Co. (Jones-Frankel) and after Bears games to Raytheon TV (Henri, Hurst & McDonald).

In Ohio, WBNS-TV Columbus reports arrangements completed for full film coverage of Ohio State U.'s fall schedule. Official university films of play-by-play will be augmented by special pre-game "color" shots filmed by station's motion picture department. A running commentary will tie-in plays.

Sponsoring the film showings is Columbus Chevrolet Dealers. Production will be handled by Edward Kennedy of Knight Advertising Agency. Because of the Big [illegible] football ruling, Ohio State U. [illegible] will be telecast on Sunday, one [illegible] after the game is played.

WERE Cleveland launched [illegible] fall football season by covering [illegible] Cleveland Browns vs. Green [illegible] Packers professional game in [illegible] ledo's Glass Bowl on Aug. 12. [illegible] Neal, who handled the game, [will] describe all of the Browns games [illegible] home and on the road. Assisting [illegible] him is Don Cordray. Plans are [announced] by WERE to feature hour and [a] quarter of pre-game shows including music and commentary. Other programs: *Pigskin Parade* with John Saunders and Bill Reid at 8:30, followed by Marianne Wright with *Fan Fair*, 8:45 p.m., and *the Sidelines* with Bob Neal at 9:15 p.m., all Saturday night.

Standard Oil on KOA

KOA Denver broadcasts all U. of Colorado football games this fall. Lloyd E. Yoder, KOA general manager, said broadcasts of the [nine] games on the schedule will be sponsored by Standard Oil of Indiana, making this the fourth straight season that the advertiser and station have teamed up for U. of C. games. Play-by-play will be handled by Starr Yelland. News and Special Events Manager Bill Dey is in charge of production.

Reportedly the first venture of a railroad into sports sponsorship comes from KSEK Pittsburg, Kan. Thad Sandstrom, station's general manager, reported the sale of all Pittsburg State College football games, home and away, to the Kansas City Southern Lines. Railroad will use the broadcasts for public relations purposes as well as promoting its "thriftup" fares from Pittsburg to Kansas City. Sale arranged through Cecil Taylor, CBS advertising manager, and Ed Warner, account executive, Potts, Calkins & Holden agency, Kansas City.

WTMJ, the *Milwaukee Journal* station, will air a total of 23 Green Bay Packers and U. of Wisconsin

(Continued on page 42)

WWJ DISPUTE

NABET Negotiations Resumed

WWJ-AM-FM-TV Detroit and NABET resumed negotiations last week after the union had thrown the station off the air a few hours before the WWJ 30th anniversary program, interfered with work at the affiliated *Detroit News* and tussled with newspaper unions that objected to picket lines.

The WWJ aural stations were off the air only two hours but the TV station lost over two days of operating time. Supervisory personnel produced the elaborate anniversary program.

The WWJ-NABET contract expired last Feb. 1 and negotiations have been going on since that time. The union filed notice of a dispute July 14 and Federal conciliators entered the picture. The parties were close to an agreement many times only to have NABET recess or become silent, according to the WWJ management. Two recess periods taken by NABET lasted 60 days each, according to the station.

Claims Highest Scale

WWJ declares its scale for engineers is one of the highest of any independent in the country. Most of the differences dealt with fringe matters after WWJ offered a $1.50 weekly increase.

Three weeks ago NABET negotiators submitted a new set of demands, including a $9 increase, according to the station, ignoring all the understanding reached during negotiations. Rumors were heard of a strike vote. Saturday morning, Aug. 19, NABET asked WWJ for a meeting at 11 a.m. Monday. The station agreed. A half-hour later, according to WWJ, the NABET negotiator said he couldn't control his men until Monday and demanded an immediate offer, a demand turned down by the station.

At eight seconds past noon Aug. 19 NABET engineeers took the station off the air in the middle of an announcement, according to station officials.

Harry Bannister, general manager of the WWJ stations, issued this statement after supervisory personnel had put aural transmissions back on the air two hours later:

The two-hour interruption would never have taken place if we had not kept faith in our bargaining with the union. We could very easily have had supervisory personnel ready to take over the engineers' jobs if they struck. But negotiations were on, and we did not consider such a step.

As a result of our good faith, we were caught totally unprepared.

Mr. Bannister added:

NABET officials in organizing other stations and in negotiations with other stations throughout the United States have invariably pointed to the WWJ contract as an ideal one. It is so regarded throughout the industry. The NABET action comes as a surprise and shock to the station management.

After NABET threw WWJ off the air, picket lines were set up in front of the WWJ building, the *Detroit News* building across the street, a TV studio entrance and the Detroit baseball park where a mobile TV unit had been stationed

(Continued on page 42)

'WWJ Day'

Marks 30-Yr. Anniversary

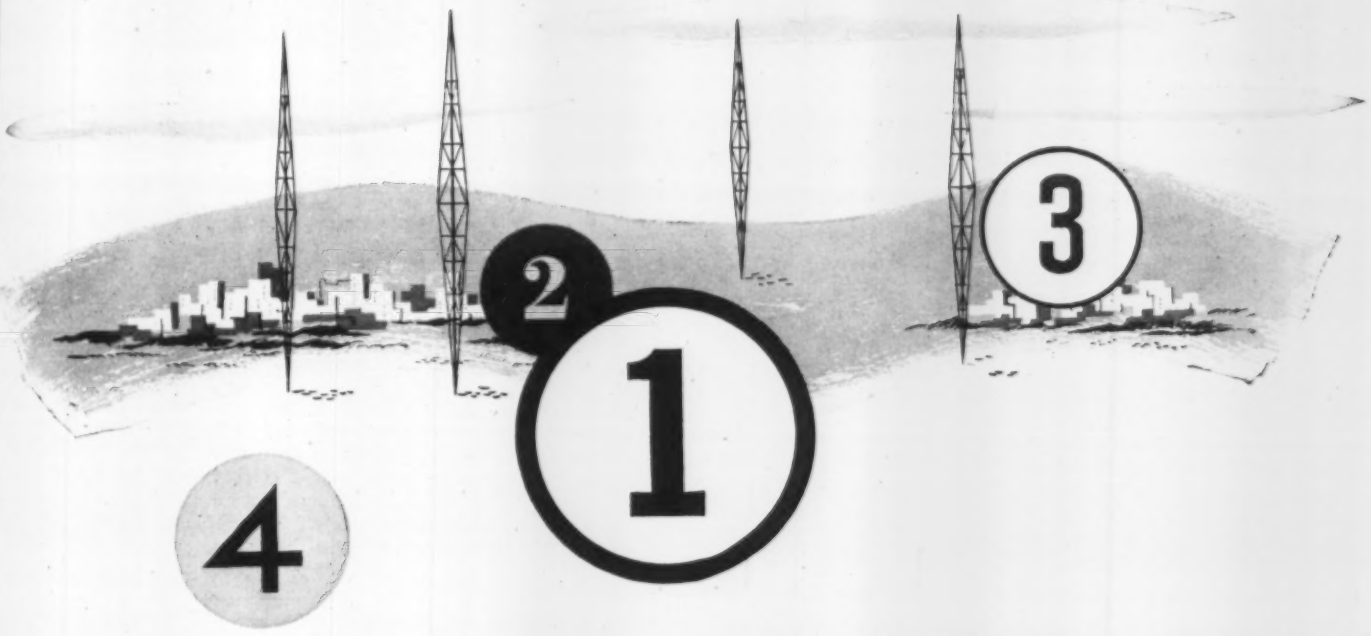
WITH the declaration of Aug. 20 as "WWJ Day" by Mayor Albert E. Cobo, WWJ Detroit celebrated its 30th birthday. The station was set up in a corner of the editorial room of the *Detroit News* on Aug. 20, 1920.

Good wishes poured in from all over the country as WWJ observed the anniversary with an hour and a half program featuring memories of various "firsts" the station instituted. Early listeners were interviewed on their reactions to hearing the new medium in the crystal set days.

A television salute to WWJ from its affiliate, WWJ-TV, on Sunday was cancelled by the NABET strike against the station which caused the cancellation of all local and network shows on WWJ-TV.

THE PAGES of radio history were turned back exactly 30 years on Aug. 20, when Ty Tyson spoke the same words that opened the first regular broadcast of WWJ Detroit on Aug. 20, 1920. Further realism was added to the ceremony through use of the old-fashioned carbon mike.

How stations rank in Colorado-Wyoming



The Colorado-Wyoming Diary Study, the first complete survey of listening habits in these two wealthy states, has the answers:

- **KOA *leads every station in both states* 53% of the time day and night**
- **In the morning KOA reaches an average of 2.9% of the *total population of both states* with *each quarter-hour program.* (Sta. "B" reaches 2.9%; Sta. "C" 1.1%; Sta. "D" 0.5%)**
- **In the afternoon KOA reaches an average of 3.6% of the *total population of both states* with *each quarter-hour program.* (Sta. "B" reaches 1.3%; Sta. "C" 0.8%; Sta. "D" 1.3%)**
- **In the evening KOA reaches an average of 7.2% of the *total population of both states* with *each program.* (Sta. "B" reaches 4.5%; Sta. "C" 2.1%; Sta. "D" 0.8%)**

These and hundreds of other revealing facts are contained in the recently released Colorado-Wyoming Diary Study. To be absolutely certain that your dollars are buying the best audience for your client in this essential area, consult the Colorado-Wyoming Diary Study. Its wealth of heretofore unavailable information on the Colorado-Wyoming audience and its characteristics will be invaluable to you. A postcard will bring your free copy by return air mail.

KOA
DENVER

Represented by NBC SPOT SALES
NEW YORK • CHICAGO • CLEVELAND • HOLLYWOOD • SAN FRANCISCO

COMMUNISTS RIGHTS

Elections Increase Problem

MOUNTING concern over the question of selling radio time to Communist or fellow-traveler organizations—a question which may attain problem proportions before this fall's elections—was evidenced last week amid indications that FCC and one of its former chairmen are at loggerheads on the issue.

On the basis of its Port Huron decision, the Commission is expected to hold to the position that stations are required by law to sell time to any legally qualified candidate—Communists included—or else refuse time to all other candidates for that office.

FCC Chairman Wayne Coy was understood to have reiterated this view in a sharp reply to a prominent eastern station which notified the Commission it was refusing a speech of a Progressive Party candidate for the U.S. Senate because it considered the speech "treasonable."

Former FCC Chairman Paul A. Porter meanwhile asserted his opinion that a station would be justified in denying time to Communist candidates and that FCC would not prosecute those which do so.

Porter's Views

Mr. Porter, of the Washington law firm of Arnold, Fortas & Porter, outlined his views at the request of Sen. William Benton (D-Conn.), who had been queried on the subject by Philip Merryman, president and general manager of WLIZ Bridgeport, Conn. Mr. Merryman expressed concern over WLIZ's responsibility under the Communications Act (Sec. 315) and FCC rules (Sec. 3.190), and asked for an interpretation or remedial action.

"I think any commission which undertook to penalize a licensee because he denied his facilities to a qualified Communist candidate would be in plenty of hot water," Former Chairman Porter asserted.

"In this particular period," he continued, "I believe a radio station manager would be justified in denying his facilities to a Communist candidate for office on the grounds that such a broadcast would incite the community and that even though the state laws permitted Communists access to the ballot, the licensee could not thereby conclude that a Communist was a 'bona fide' candidate, but was merely undertaking to exploit the Communications Act and the radio station involved for purposes of confusion unrelated to the merits of the election issues facing the voters."

Porter Assurance

Mr. Porter assured Sen. Benton that he would not hesitate to defend Mr. Merryman if his refusal to sell time to Communist candidates during election campaigns resulted in FCC action against the station.

The question of selling time to Communists also is raised by a complaint filed with FCC by a listener to a program which until mid-August was sponsored by the Communist Party on WSAR Fall River, Mass. WSAR has notified FCC it discontinued the program Aug. 13.

Spokesmen for WSAR said the weekly program had been carried for several years, having been started before the present owners, *Fall River Herald-News*, acquired the station. The newspaper owners considered dropping the program when they acquired WSAR, but decided not to do so, the spokesmen said.

He attributed the decision partially to a desire to offset FCC announced feeling that newspaper ownership of stations generally tends toward concentration of control over the dissemination of information to the public. He also pointed out that the newspaper had kept government agencies, including the FBI, informed of the Communist Party's sponsorship of the program.

The complaint to FCC was directed against a speech by Joseph Figuerito on one of the programs. Notification that the series had been discontinued was sent to FCC by WSAR last Monday.

MBS FACES SUIT

By 'Meet the Press' Owners

MBS FACES a $1,250,000 suit for cancelling *Meet the Press* in alleged violation of contract and for replacing it with *Reporters Roundup*, according to an announcement last week by Martha Rountree and Lawrence E. Spivak, co-owners of the cancelled show.

Saying instructions to file the suit Aug. 27 in the New York County Supreme Court had been given their attorney, Maurice Smith of New York, Miss Rountree and Mr. Spivak also said they would "add our voice to the many others already urging the FCC to re-examine the whole, overripe question of program protection."

Specifically MBS was charged with cancelling a contract that had two years to run and which "specifically acknowledged the original and unique nature of the program and the retention of all rights, title and interest in the program by Mr. Spivak and Miss Rountree"; with "appropriating not only the basic format of *Meet the Press* but even using regular participants on the latter program (*Reporters Roundup*)"; and with "unfair competition and breach of faith by presenting a 'substitute program' the week following cancellation of *Meet the Press*."

Following the announcement, Frank White, MBS president, said:

"MBS has received no papers in connection with any legal action relating to its program, *Reporters Roundup* and is therefore in no position to make any comment. We know of no basis for any claim against this public service program."

Meet the Press was sold cooperatively. It is believed that the dissatisfaction of Mutual affiliates, which are understood to have felt that the television version of *Meet the Press*, a separate program over NBC-TV, had been taking the play away from the radio version, caused Mutual to drop the show.

CONN. SENATE RACE

Heavy Radio-TV Use Set

CONNECTICUT race for one of the two seats in the U. S. Senate was shaping up in a battle royal along radio-television row last week as the two nominees—Sen. William Benton, Democrat, and Prescott S. Bush, Republican—mapped plans for the forthcoming Congressional campaign.

Heavy use of both radio and video was strongly indicated by spokesmen for the two candidates, each of whom has shared more than just a passing interest in sound broadcasting and the advertising fields.

Mr. Bush, a CBS director, increased his financial interest in the network in May 1949 when, according to the Securities Exchange Commission, he purchased an additional 200 shares of Class A and 300 shares of Class B stock to augment his previous holdings of 210 and 300, respectively.

Mr. Bush will siphon a substantial chunk of his campaign funds—possibly as much as 75%—into television spots and some programs, with the remainder going into radio.

Details of his radio-TV campaign have not been fully evolved, but it was learned last week that his managers have contracted for between $8,000 and $10,00 in TV time alone thus far on WNHC-TV New Haven, Conn., where they have set numerous commitments. Other TV contracts may be set.

Sen. Benton, staunch advocate of international radio, co-founder of Benton & Bowles advertising agency, and former Assistant Secretary of State for Public Affairs in charge of Voice of America, is also known to be kindly disposed to both media, on which he has made highly impressionable appearances from time to time.

His program last week appeared to center equally between radio and TV participations involving spot announcements of varying lengths. Connecticut stations which will carry them had not been set.

No Totals Revealed

Headquarters spokesmen for both parties were reluctant to reveal the size of radio-video budgets for the fall campaign on grounds that estimates would forecast strategy. But this hesitancy did not minimize the interest in the broadcasting campaign to be waged by both candidates, and Mr. Bush's confirmed decision to concentrate on television.

The CBS director, it was understood, is pursuing TV largely on the recommendations of associates at CBS and New York agencies, who point out that this will be the medium's first full-fledged operation in an off-year Congressional race, and that television has proved tremendously effective in political circles.

Mr. Bush's TV campaign will get underway on WNHC-TV, only video outlet in Connecticut, with spot announcements preceding a football game Sept. 23. He also has reservations for spots preceding and following World Series telecasts if WNHC-TV carries them, as well as for wrestling breaks on programs from Chicago, Wednesday and Saturday, beginning Sept. 2 if the station obtains clearance from ABC-TV.

Throughout the Sept. 23-Nov. period are commitments for one, five and 15 minute spots and programs, with many announcements slated before and after women's participation programs. Breakdown, according to James Milne, station manager, shows: 13 15-minute Class A programs, 21 five-minute Class A programs and 3 Class A one-minute spots. Also committed is a one-hour telecast on election eve, from 11-12 p.m.

Mr. Bush's commitments on WNHC-AM are expected to approximate around $2,000, according to Mr. Milne. It also was reported, but not confirmed, that Mr. Bush has contracted for time on the regional Connecticut State Network.

Lester Fossel of Mr. Bush's headquarters office told BROADCASTING that the TV campaign would utilize live, film and "split" announcements and programs. One-minute spots will be primarily film, he said, prepared by Paul Defur, an independent producer who handles work for the Maxwell Sackheim

(Continued on page 74)

Memo to Editors

Key Question of Industrial Mobilization

Is the coal industry in good shape to meet the nation's needs for coal — vital component in war production and in national defense?

The short answer is an emphatic YES

The coal industry is better prepared right now in equipment, plants and experience than at any time in its long history.

Here are some of the reasons:

Since the end of World War II, America's progressive coal operators have invested tens of millions of dollars in research, new equipment, new mine properties and coal preparation plants.

Two hundred and twenty large coal mines have been opened or placed in development in the last five years, each with a daily capacity of 500 tons or more. About 800 smaller mines have been opened too. This is new growth; these are new risks, new ventures. All together these new facilities have a productive capacity of 280 million tons of coal a year. This new capacity more than offsets mines that have been worked out, retired for obsolescence, or closed for other reasons. These new facilities augment by more than one-half the expected production this year.

Today, the American coal industry is the most highly mechanized and efficient in the world.

From modern coal preparation plants comes an ever better product for more efficient and economical utilization.

The coal industry has the knowledge, the equipment and the facilities to produce coal at a faster rate than it has ever mined before.

America's reserves of coal are virtually limitless.

★

With no cutoff in transportation facilities, and in the flow of essential mechanical equipment and operating supplies, and no withdrawal of its essential mine man power, the industry can produce all the coal the nation may need in peace or in war.

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

POLITICAL RULES

Definition Controversy

FCC FOUND itself facing a controversy last week over a proposal to enlarge its definition of a political candidate to include not only the candidate himself but also anyone else who is authorized to speak for him.

Westinghouse Radio Stations offered the proposal in connection with FCC's plan to make the present AM-FM-TV political broadcast rules applicable to non-commercial educational FM stations too. FCC invited comments [BROADCASTING, July 24].

When the comments were tallied last Monday—the deadline—the CIO, WIBG-AM-FM Philadelphia, and F. S. Siebert of the U. of Illinois were on Westinghouse's side, while NAB and the Chicago Federation of Labor (WCFL) were opposed.

The WRS petition cited a court decision involving Westinghouse in which a federal district court held that, in the equal-time provision of the Communications Act, the "use" of radio facilities by a candidate applies not only to the candidate himself but also to any authorized representative or sponsor of that candidate.

Re-definition Suggested

Accordingly, Westinghouse suggested that FCC re-define "legally qualified candidate" to include "any individuals specifically authorized by the candidate to speak for him or authorized by the appropriate campaign or finance committee acting under general authorization for the candidate."

The CIO, in a statement by General Counsel Arthur J. Goldberg and Assistant General Counsel Thomas E. Harris, approved the proposal and asked that it be put into effect immediately, "so that the public may have the benefit of it in the election campaigns this fall." CIO also said:

While the best practice of radio chains and stations is at present in accord with the Westinghouse proposal, some stations do take advantage of the personal unavailability of a candidate to deny time. The right to equal use of radio facilities should not depend upon such adventitious circumstances as the personal availability of a candidate.

Seaboard Radio Broadcasting Corp., licensee of WIBG-AM-FM, gave its endorsement of the proposal in a brief statement by Vice President John Morgan Davis, filed through the Washington law firm of Dow, Lohnes & Albertson.

Siebert's Idea

Mr. Siebert, director of the U. of Illinois' Institute of Communications Research, suggested that FCC's rules be amended to make the equal-time, no-censorship provision applicable not only to speeches by candidates and their authorized representatives, but also to "broadcasts by individuals or groups supporting a candidate but not specifically authorized by the candidate." Additionally he suggested that the rules be changed to show that broadcasts which are primarily for other purposes, but which include incidental "plugs" for a candidate, are exempt from the requirements regarding political broadcasts.

NAB, on the other hand, argued that Westinghouse's proposal should be denied. The court case cited by Westinghouse—*Felix vs. Westinghouse* — "is not authority for the Commission to issue rules and regulations concerning political broadcasts," according to the NAB brief, filed by Attorney Don Petty and Vince Wasilewski. Indeed, NAB contended, another case putting "an entirely different construction" on the equal-time requirements "is still the highest judicial authority" on the subject.

Referring to the decision cited by Westinghouse, NAB said:

Its interpretation of the law was to relieve the station of a duty—that of compensating an individual for the damages resulting from defamation. This decision should not be the basis for a regulation imposing a new duty on a broadcasting station—that of making its facilities available to sponsors as well as to candidates.

This same problem was considered by Congress [in 1934] and discarded.

NAB also pointed out that in the *Houston Post* case a federal three-judge statutory court examined FCC's Port Huron decision which held that broadcasters may not censor political broadcasts but expressed the opinion that they would not be held liable for libel contained in such speeches. The court's decision "went so far as to question whether this Commission could properly issue rules and regulations relating to political broadcasts," NAB asserted. Its brief continued:

The NAB believes it desirable that the broadcasters be relieved of liability growing out of the use of their stations under Sec. 315 [of the Communications Act]. However, unfortunately, in the absence of a U. S. Supreme Court interpretation of Sec. 315, each federal and state court will interpret it as it sees fit. And since the weight of authority is contrary to the Felix case [mentioned by Westinghouse] it seems most unwise for the Commission to adopt the dicta of that decision as the basis for imposing an added obligation on station licensees.

In this connection, the language of the court in the Houston Post case ... is particularly apropos, for "if it should be determined that the Commission's guess as to the law was wrong, it ought not be held to have the power to subject the owner under sanction to the hazards of its wrong guessing." Broadcasters in a number of states still remain on the horns of a dilemma as far as the political broadcast section of the Communications Act is concerned, and it is respectfully urged that the burdens thereof not be increased as proposed by the Westinghouse petition.

Coy Quoted

NAB also noted that FCC Chairman Wayne Coy had been quoted by a House Select Committee as saying in 1948, with reference to the Port Huron decision, that "for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene and slanderous statements from going out over the air needs not fear any capricious action."

The Chicago Federation of Labor, licensee of WCFL Chicago, also opposed the Westinghouse proposal, asserting that Westinghouse was trying to do by rule-making "that which Congress in 1947 refused to do when it failed to enact . . . the [White Bill]."

CFL's brief, submitted by Washington Attorney Eugene L. Burke, contended that changes in the definition of "candidate" should be made, if at all, by amendments of existing law and not by changes in FCC's rules. If the general problems raised in the political section are to be considered, the brief continued, they should be approached in separate proceedings.

FCC may call for oral argument on the question.

Plummer Named

COLONEL WILLIAM E. PLUMMER, partner in Glenn D. Gillett & Assoc., consulting radio engineering firm, Washington, D. C., has been granted leave of absence to accept an appointment with Staff of the President's Communications Policy Board. Colonel Plummer joined the Glenn D. Gillett firm as senior engineer in 1933. He entered active duty as a First Lieut. in World War II, in May 1941. He attained the rank of Colonel before termination of his war service in April 1946, when he rejoined the engineering firm.

Col. Plummer

ARKANSAS MEET

Members Protest NAB Actions

SOME two dozen members of the Arkansas Broadcasters Assn. aren't too happy about the NAB and have instructed ABA President, Sam W. Anderson, of KFFA Helena, to tell the national association how they feel.

Meeting at Hot Springs Aug. 18, spokesmen for 22 stations told President Anderson "it's high time to let the NAB know how things stand in Arkansas. In a discussion led by Fred Stevenson, KGRH Fayetteville, a number of stations reported they had resigned from NAB and others said their future membership was in doubt.

Principal source of complaint was NAB's position in the Arkansas tax case, in which two Little Rock stations were denied U. S. Supreme Court hearing on a state ruling upholding radio privilege taxes. Several small stations complained present NAB membership fees are too high.

Rules governing broadcasting of high school playoff games in football and basketball were discussed by G. A. Stubblefield, El Dorado school superintendent and president of the Arkansas Athletic Assn., and Johnny Burnett, executive secretary. They defended charging of fees for rights to state championships. Broadcasters were invited to send a delegate to the association's next meeting to present their side.

In a discussion with the Arkansas Medical Society's auxiliary, the stations indicated they would accept health broadcasts as public service but make uniform charges for programs discussing controversial issues.

Representatives of Southwestern Bell Telephone Co. outlined the company's improvement program and its increasing use of radio as a public relations medium.

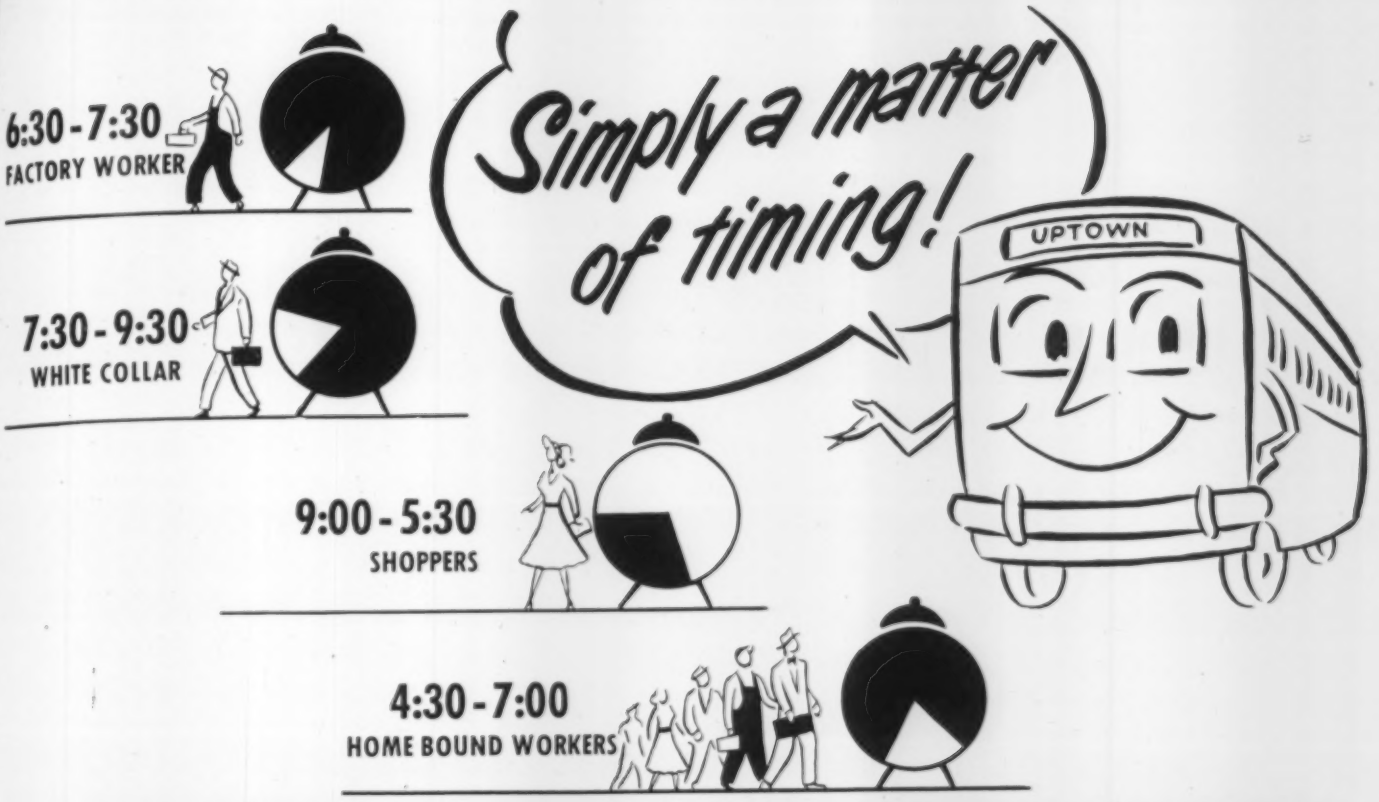
The program included talks by Leon Sipes, KELD El Dorado, on "Radio's Role in the War Effort"; Julian Haas, KARK Little Rock, and Emil Pouzar, KXLR North Little Rock, on "Policies Governing Political Broadcasts"; Jack Wolever, KTHS Hot Springs, on "Handling Free Time Requests."

Arrangements for the meeting were made by Mr. Wolvere and Ted Rand, KDRS Paragould, ABA secretary-treasurer.

In attendance were:

Sam W. Anderson, KFFA Helena; William Fogg, KXJK Forrest City; Leon Sipes, Wilford McKinney, KELD El Dorado; Russ Horne, Leon Bryan, KXRJ Russellville; Melvin P. Spann, KWAK Stuttgart; Walcott Wyllie, KBRS Springdale; David M. Segal, KTFS Texarkana; Ted Wood, Chet Blackwood, KOSE Osceola; Jack Wolever, Jon Karber, KTHS Hot Springs; L. B. Tooley, Wes Ninemire, KXAR Hope; Adrian L. White, KPOC Pocahontas; Ray Dexter, Ted Rand, KDRS Paragould; S. C. Vinsonhaler, KGHI Little Rock; David Crockett, KAMD Camden; W. B. Hutt, KLRA Little Rock; William R. Smith, KBTA Batesville; Frank Browne, Bob Choate, KWFC Hot Springs; Julian Haas, KARK Little Rock; Emil Pouzar, KXLR North Little Rock; Hugh Murphy, KWEM West Memphis; John England, KFPW Fort Smith; John M. Moore, KVRC Arkadelphia; Jay P. Beard, KBTM Jonesboro; Fred Stevenson, KGRH Fayetteville.

J. R. Anderson, H. R. Mason, Associated Press; Bill Stubblefield, Capitol Transcriptions; John Divine, Standard Transcriptions; Bill Davies, RCA Thesaurus; Dorsey Owings, BMI; David R. Milsten, Tulsa, SESAC; Joe Carleton, Doyle Bates, Carleton Radio Supply, Little Rock; M. R. Paglee, RCA; Frank Parton, Frederic W. Ziv Co.



TRANSIT RADIO ALONE OFFERS THESE FOUR SALES ADVANTAGES

A SELECTED AUDIENCE . . . Breakdown of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE . . . by half-hour periods. You know exactly how many people your sales message reaches. No "guesstimates," no surveys necessary.

A LOW COST AUDIENCE . . . With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE . . . Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners . . . with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!

Call TODAY for the fact-full story from

TRANSIT RADIO, INC.

New York: 250 Park Ave., Mu.H. 8-3780
Chicago: 35 E. Wacker, Fin. 6-4281

And in CINCINNATI, OHIO

transit radio is WKRC-FM

Times-Star Bldg.—GA 1331
Affiliated with WKRC, WKRC-TV and the Cincinnati Times-Star

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):	
Bradbury Heights, Md. (and suburbs of Wash., D. C.)	WBUZ
Cincinnati, O., and Covington, Ky.	WKRC-FM
Des Moines, Iowa	KCBC-FM
Boston (North), Mass.	WLYN-FM
	WHAV-FM
Evansville, Ind.	WMLL
Flint, Mich.	WAJL-FM
Houston, Texas	KPRC-FM
Huntington, W. Va.	WPLH-FM
Jacksonville, Fla.	WJHP-FM
Kansas City, Mo.	KCMO-FM
Minneapolis-St. Paul, Minn.	WMIN
Omaha, Nebr.	KBON-FM
Pittsburgh, Pa., Suburbs	WKJF
St. Louis, Mo.	KXOK-FM
Tacoma, Wash.	KTNT
Trenton, N. J.	WTOA
Washington, D. C.	WWDC-FM
Wilkes-Barre, Pa.	WIZZ
Worcester, Mass.	WGTR-FM

G. A. RICHARDS

FCC Will Not Subpena

FCC EXAMINER James D. Cunningham ruled last week that he would not enforce a subpena to require G. A. (Dick) Richards to testify in the hearing on his news policies, but made clear that he thought the station owner's testimony "is necessary to complete this record."

His ruling came Wednesday in the 10th week of FCC's hearing on charges that Mr. Richards, chief owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, ordered staff members to slant news according to his own personal views. Three doctors testified that Mr. Richards' heart condition is such that requiring him to testify might cost his life.

"Two things," Mr. Cunningham said, "are clearly established: (1) That testimony of Mr. Richards is necessary to complete this record; (2) I am convinced that the appearance of Mr. Richards would jeopardize his health. Whatever doubts I may have held were completely dispelled by listening to these doctors. It is clear that Mr. Richards is a very sick man. I am therefore going to relieve him from appearance under the subpena."

The examiner said, however, that he thought the submission of written questions to Mr. Richards, which he could answer at his leisure, would not jeopardize his life and that accordingly, since the owner's testimony is needed, he would "entertain a request for an interrogatory to be submitted to him."

FCC General Counsel Benedict P. Cottone, who has sought consistently to get Mr. Richards into the witness chair for questioning about alleged correspondence and telephone "instructions" regarding the handling of KMPC news, indicated he doubted the value of an interrogatory. Hugh Fulton, chief trial counsel for Mr. Richards, said he would consider such a course but that in view of Mr. Cottone's opposition it would be "purely academic."

Not Criminal Case

Examiner Cunningham said he had considered Mr. Cottone's suggestion that an impartial medical board be appointed to examine Mr. Richards, but that he didn't want to be a party to such procedure.

"This is not a criminal case and Mr. Richards is not to be treated like a criminal," he asserted. "Nonetheless, the responsibility is his to establish that the renewal of the licenses [of his three stations] would be in the public interest. That responsibility has never shifted."

Dr. H. B. Steinbach, Detroit specialist; Dr. Behneman, and Dr. Percy Albert Staley, internist of Palm Springs, agreed that forcing Mr. Richards to appear might be fatal.

Mr. Cottone questioned Dr. Steinbach at some length as to Mr. Richards' hours and social life, such as card playing, attending sports events, and other activities. The physician said Mr. Richards led a very inactive life for three or four years and "then I told him he could do a little more."

Asked if these activities were included in "doing a little more," Dr. Steinbach replied that "in treating people, in trying to keep them living, you have to let them take on activities up to the point of pain or fatigue. Unless he does things, he might as well be dead."

He pointed to a physical examination of Mr. Richards on Monday as an example of bringing on fatigue or pain (angina attacks).

Cites Activities

Mr. Cottone wanted to know whether Mr. Richards' continued survival of the range of his activities wasn't good indication that he has "a good cardiac reserve."

"No," the physician replied. "There is no disease more treacherous than the cardiac disease. He may seen perfectly fine and drop dead."

Dr. Steinbach said he was first called to attend Mr. Richards in 1938, and that the station owner "was having an acute coronary occulsion at that time."

Asked by Examiner Cunningham whether it would be dangerous to give Mr. Richards a list of questions to be answered at his leisure, the witness said he couldn't be "sure," though he thought it would be harmful.

Following the testimony of the three physicians, Mr. Cottone told Examiner Cunningham that their evidence "has not altered the position I took following testimony of Dr. Roy E. Thomas," who appeared earlier in behalf of Mr. Richards but failed to convince the general counsel [BROADCASTING, July 31].

"The evidence is that the examinations Monday were of the most cursory kind," he asserted. "Apparently from the testimony, we are now dealing with a condition which has placed Mr. Richards' life in constant danger for the past 22 years."

Examiner Cunningham meanwhile reported that presentation of Mr. Richards' case would definitely start Sept. 5 [BROADCASTING, Aug. 21]. If FCC's presentation is not completed by the Aug. 31 target date, sessions may be held over the Labor Day weekend.

In sessions preceding the medical testimony, Robert Horn, a WFIL Philadelphia disc m.c. who formerly was a KMPC newscaster, supported the testimony of earlier FCC witnesses that Mr. Richards frequently telephoned instructions and suggestions for news handling.

When the station owner was in town, he said, "he called me on an average of four times every morning."

Mr. Horn said he appealed to Chester (Tiny) G. Renier, then KMPC program director, and was told that "if the boss wants it, it was to be done."

He said newscasters were briefed on Mr. Richards' likes and dislikes among people, labor organizations, political parties and minority groups and on how they should be treated in the news. He testified that in addition to clipping and using newspaper items in newscasts he broadcast editorials without labeling them as such.

Under cross-examination, Mr. Horn said KMPC Vice President and General Manager Robert O. Reynolds did not agree with the owner's news policies but "had no control over the news department."

Joseph Burns, associate counsel for Mr. Richards, undertook to delve into Mr. Horn's marital and private life in an effort to impeach his testimony, but this questioning was stricken from the record on motion of FCC Attorney Fred Ford on grounds that its value for

(Continued on page 40)

FCC Actions

ONE NEW AM station and two noncommercial FM outlets were granted by the FCC last week. Initial decision to grant application of KEYY Pocatello, Ida., renewal of license and final decision granting WRIB Providence, R. I. change in facilities issued. These and other FCC actions may be found in Actions of the FCC beginning on page 81 and FCC Roundup on page 84.

NBC PROMOTION

Fall Campaign Underway

NBC LAST WEEK launched its fall promotion campaign, which will include heavy cooperative expenditure in newspaper advertising with the network and its affiliates splitting the cost 50-50.

Mr. Wallace

The campaign began Aug. 21 with five-second network cue announcements and 20-second announcements inserted in all sustaining network shows. In the first week, described as the teaser phase of the campaign, 175 network cues and 60 sustaining announcements were to be broadcast.

The fall promotion campaign is under the direction of George Wallace, NBC manager of radio advertising and promotion.

Over-all, the campaign involves on-the-air promotion, cooperative newspaper advertising, additional newspaper space to be bought individually by the stations and 10 pages in *Look* magazine.

The basic theme of the campaign seeks to capitalize on what NBC describes as "the nation's only audible trademark," its well-known chimes. The slogan adopted for the campaign is "Three Chimes Mean Good Times on NBC."

NBC stars will appear in recorded announcements plugging the return to the air of not only their own shows but also others. These announcements will be broadcast on the network and also on affiliates throughout their own schedules.

Promotion Announcements

About 250 promotion announcements will be aired by the network each week and an equal number, it is hoped, on every affiliated station.

The cooperative newspaper campaign starts Oct. 15, after the fall program schedule is in full swing. It will use two-column, 125-line insertions, each of which will promote a block of shows for an entire evening, with one devoted to Sunday afternoon programs.

The size of the cooperative newspaper schedule could not be estimated last week. The network was still awaiting replies from some stations as to whether they would participate.

In an official announcement last week the network said the total value of the newspaper and *Look* insertions would be about $1 million. This figure included an estimate of what stations would spend on individual newspaper advertising.

The campaign in *Look*, it was learned, was arranged on a space-for-time reciprocal trade deal, like that which CBS entered into with *Look* for its magazine campaign for fall [BROADCASTING, Aug. 7].

Although its magazine campaign is not completely planned, NBC will use a total of 10 pages in *Look*, part of the space appearing in the Sept. 26 issue. CBS, which announced its fall promotion plans four weeks ago, will use eight half-pages in five consecutive issues of *Look* beginning the same date, Sept. 26.

Promotion material sent to stations by NBC includes portfolios for every fall program. Each portfolio contains glossy and mat pictures of the stars of the show, biographical material, suggested spot announcements to promote the show, and advertising mats of various sizes for the stations' use in buying newspaper space.

a Message to Radio Executives

HERE'S WHAT THE DOCTORS' RADIO CAMPAIGN *Means to You!*

THE force of radio advertising will be brought to bear in October by the American Medical Association in a peak effort of its National Education Campaign to defend the American voluntary system against the threat of creeping Socialism.

An intensive two-week spot announcement campaign will open October 8 over more than 1,000 stations covering every State, Hawaii and Alaska. The campaign will affirm the doctors' support of Voluntary Health Insurance and opposition to Socialized Medicine.

CHAIN REACTION—FREEDOM STYLE

The basic issue is Freedom versus Compulsion in America. More than 10,000 publicly responsible organizations, representing many millions of Americans emphatically have endorsed the side of Freedom. **Here are just ten of the 10,000 now on record against Compulsory Health Insurance:**

General Federation of Women's Clubs
National Association of Insurance Agents
Catholic Hospital Association
American Protestant Hospital Association
National Association of Retail Grocers
American Legion and Legion Auxiliary
National Association of Retail Druggists
National Retail Dry Goods Association
Veterans of Foreign Wars
American Farm Bureau Federation

In every community, individual citizens, business enterprises and other organizations will want to augment the doctors' radio schedule with tie-in advertising announcements of their own—based on the theme: "The Voluntary Way is the American Way."

Every radio station may expect tie-in advertising in substantial volume during the period of the doctors' campaign. To assist stations in serving effectively the tie-in market, special kits of tie-in copy and sales materials are being prepared and will be mailed early in September to stations carrying the A.M.A. announcements.

A MANIFESTO OF FREEDOM

Be on the lookout for your tie-in advertising kit. Use it. It will aid your station in serving all those of your community who will wish to participate in this crusade to reaffirm the basic principles of American freedom—principles deeply cherished by millions of Americans.

The Voluntary Way is the American Way!

AT A TIME WHEN AMERICANS ARE DEFENDING FREEDOM from aggresive outside attack, the doctors of America believe it is the occasion, too, for an outspoken defense of freedom on the home front.

AMERICAN DOCTORS BELIEVE the Voluntary Way is the American Way to solve problems of medical care, cost and service—and America's progress and world leadership in medical affairs prove that conviction.

MILLIONS AGREE — but Compulsory Health Insurance—Socialized Medicine —the proven forerunner of a completely Socialized State — remains an active enemy of American voluntary action!

Address correspondence on tie-in advertising to
Russel M. Seeds Company
919 North Michigan Ave., Chicago 11, Illinois

National Education Campaign
AMERICAN MEDICAL ASSOCIATION
Chicago 2, Illinois

RWG TEMPERS FLARE *Over Korean War Plan*

DISSENSION in the Eastern Regional Council of the Radio Writers Guild, Authors League of America Inc., over the proposal to organize writers for the present Korean emergency appeared but slightly abated last week despite the eastern council's having finally endorsed the proposal.

James A. Stabile, national and eastern region executive secretary and eastern counsel, said his resignation "still goes," although the council's latest action leaves him "in accord on all matters." He agreed to advance the effective date of his resignation from Sept. 15 to sometime in October, when NLRB elections incident to RWG's certification as bargaining agent for the freelance writers with agencies, independent packagers, and networks are expected to be completed.

The eastern council's action came last week at a meeting in New York of the national council which adopted a resolution urging the Authors League to set up a body similar to the War Writers Board of World War II "to channel effectively the voluntary efforts of writers in support of the U. S. and U. N." The eastern council endorsed the action.

Addresses Critics

At the same meeting the eastern council adopted a resolution presumably addressed to its critics. Citing the Guild constitution as limiting its powers to "the promotion and protection of the general professional interests of (authors)," the resolution took cognizance of public attacks "in calculated misrepresentation of its (the council's) motives on July 25, 1950 in tabling a resolution, petitioning (the Authors League) on any educational and non-political basis, to offer to the appropriate officials of the U. S. Government the cooperation of (Authors League) in support of the military action undertaken by the United States on behalf of the United Nations, a matter adjudged by the (Council) to be outside the purview of the Guild's constitution." Continuing, it characterized as "totally false," allegations of lack of patriotism, prejudice, or bias; and it affirmed the Council's "long established and observed policy of adherence to the constitutional limitations of its powers."

The resolution tabled July 25, to which the Council referred, was introduced by Welbourn Kelly, a Council member, and read: "Recognizing that writers in all media are of the utmost importance in the dissemination of vital information during a time of national crisis, now therefore be it resolved that the eastern region (or RWG) urges the (Authors League) to offer to the proper United States officials the League's fullest cooperation in any nonpolitical or educational capacity in which the League or its Guilds may be of service."

Although Mr. Kelly reportedly said that he had given 10 days notice of his intention to introduce the resolution only six out of 20 of the Council members were present. When the motion was tabled, Mr. Kelly submitted his resignation: "Finding myself associated with a body—namely the eastern region (of RWG) which has refused (to vote) for or against cooperation with the government of the United States in the government's fight against communism; and finding such an association distasteful, I do herewith resign as an alternate Council member . . ."

Following the meeting, Mr. Kelly wrote Sheldon Stark, eastern region vice president, refusing to reconsider his resignation as Mr. Stark had requested. The letter, which reportedly "leaked" to the press, said in part that his (Mr. Kelly's) actions had resulted from attacks at the meeting "on the American Legion (of which I am a member) and the Catholic Church (of which I am not a member) simply because they were attacking communism." It is believed that some RWG members criticized the American Legion and certain Catholic publications for circulating the Anti-Communist newsletter *Counterattack*.

Three days later, Daisy Amoury, another Council member, resigned, saying only that she disagreed with Council policies. Subsequent meeting were held at which the Council discussed the resolution.

On August 10, a substituted resolution was approved by the Council which was unsatisfactory to Mr. Stabile, who submitted his resignation on Aug. 17. His statement read in part: "I, among others, pleaded with the Council to take a forthright stand on the resolution, which called for the formation of a writers' group through which writers in all media could volunteer their services to our country during this crisis. Instead, the Council adopted a resolution which in my considered judgment qualifies the positive and forthright action that the situation called for."

At last week's meeting, the eastern council also adopted a resolution censuring Mr. Kelly for "false charges of religious prejudice and lack of patriotism against the Council (or RWG), which . . . can divide our Guild and bring discredit to our Council."

As yet the Authors League of America has made public no reaction to the dispute.

'VOICE' PLEA *Group Okays Full Budget Request*

HOUSE Appropriations Committee last Thursday tendered its complete blessing for President Truman's program to accelerate the U. S. foreign radio propaganda campaign by approving the full budget supplemental for Voice of America operations and sending it to the House.

The committee voted the sum of $7,602,000 for radio broadcasting and additional outlay of $41,288,000 for construction of six high power radio stations.

"The committee is firmly convinced of the absolute and immediate necessity of these appropriations which are so closely connected with our national defense and security," the committee stated in its report, submitted to the House floor by Rep. John H. Kerr (D-N. C.), ranking Appropriations committeeman.

But, the group cautioned on the other hand, "there must be better and closer coordination and a closer check between the activities in New York and the Washington office directing the program." It urged the department to "spare no effort in obtaining the best and highest possible type of security-approved personnel."

Cites Responsibility

The committee felt that "clear-cut functional responsibility at both the operating and policy levels is sorely needed."

This mild slap revived speculation in some quarters that the Voice eventually may be transferred to another agency and operated independently of the government [CLOSED CIRCUIT, Aug. 14]. It would thus be able, some government officials feel, to operate without the normal restraints of State Dept. policy.

The committee also took a dim view of a $7 million item for acquisition by the General Services Administration of a building in New York to house broadcasting and other information personnel. It pared the sum to $3 million contending a "suitable building" can be obtained for half the original funds requested.

The overall information program, for which the committee approved a sum of $62,655,850, makes possible "a greatly strengthened and intensified campaign of truth to offset the Communists' malicious efforts abroad to discredit the U. S.," the committee pointed out. "Dissemination of truth is the one powerful method of overcoming the hate, slander, and aggression of the Communists."

Sarnoff Plan

The committee also approved in full an expenditure of $2,860,257 for purchase and distribution of radio receiving sets in Communist and critical areas of the world as advocated by Brig. Gen. David Sarnoff, RCA board chairman, and other prominent officials [BROADCASTING, Aug. 7].

Once approved by both houses of Congress, the money requested for radio facilities—the $41 million-plus sum—will provide for "construction and improvement of facilities required to assure delivery of programs to present and proposed relay bases" and (1) medium wave coverage of first and second "priority" areas; (2) greatly improved shortwave coverage of other areas; (3) necessary studio and supporting facilities for originating expanded language programs and (4) necessary communications for control of the network "under conditions of jamming," including eventual delivery of "basic and finished program material" to relay bases for broadcast origination.

In approving Voice funds, committee members obviously were very much impressed with Secretary of State Dean Acheson's support for additional Voice facilities.

Soviet Russia's propaganda campaign, "now bordering upon open psychological warfare," is a "major threat" to U. S. foreign policy objectives and should be combatted with construction of new American high power radio stations, Secretary Acheson had informed a Congressional subcommittee.

Engineering details relating to these new stations to magnify the Voice of America already have been "worked out" and the companies designated, but "they ought to get started on transmitters right away" to enable the U. S. to filter "obstructions that we have not been able to get through," he asserted.

Questions Barrett

Question of whether the Voice should be retained in the State Dept. had arisen during subcommittee sessions last month. Rep. Daniel Flood (D-Pa.) wanted reaction of Edward Barrett, Assistant Secretary of State, Public Affairs, to a hypothetical proposal which would set up a cabinet position of Secretary of Information to deal with "all propaganda and all public information."

Secretary Barrett thought the work "important enough" to justify creation of such a post, but also felt it should remain within the State Dept. because the information program "is an integral part of our foreign policy."

Foy D. Kohler, chief, International Broadcasting Division, told the subcommittee that the State Dept. had given a great deal of thought to furnishing low-cost receivers to foreign listeners — a project which he felt would "pay rich dividends."

"Most of our American companies have put in a considerable amount of money at our suggestion to develop the prototype of a cheap, easy-to-use, practically indestructible radio receiver," he stated.

(Continued on page 40)

YOU MIGHT LAND A 12′ 8″ BLACK MARLIN*—

BUT . . .

YOU NEED WKZO-TV TO CATCH VIEWERS IN WESTERN MICHIGAN!

If you want to get your story into the 60,000 Western Michigan and Northern Indiana homes now equipped with TV, WKZO-TV can do it for you, *effectively and inexpensively!*

WKZO-TV is CBS Basic Network (via intercity relay). Channel 3. We propose to make it one of the most productive and effective television stations in the world, just as WKZO and WJEF have achieved that reputation in radio.

WKZO-TV is starting its fourth month on the air. Good availabilities are getting scarcer. Get all the facts from Avery-Knodel, Inc., today!

In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

NLRB FINDING
On AFRA Vs. WGBS Case

INTERMEDIATE findings involving a complaint filed last year against WGBS Miami and The Fort Industry Co. by the Miami local of American Federation of Radio Artists were issued last Tuesday by an NLRB trial examiner.

WGBS was charged with engaging in certain unfair labor practices by "discouraging membership" in the labor union and with "discriminating" against two announcers whom the station dismissed in January 1949. The order, issued by Trial Examiner A. Bruce Hunt, recommended that WGBS "cease and desist" from "interrogating" its employes on union affiliations and activities.

Intermediate Report

Officials of The Fort Industry Co. pointed out that this is merely the intermediate report and recommendations of a trial examiner. Such recommendations, according to the company, are completely at variance with the facts regarding the discharge of Paul Kingsley and William Murphy and inconsistent with the record made in the hearing itself. The company plans an immediate appeal to the National Labor Relations Board in Washington and, if necessary, will carry the matter to the courts.

Station officials told Examiner Hunt, during hearings held last January and February, that WGBS had dismissed the announcers but denied engaging in such practices. They charged that Mr. Murphy had used "derisive words, tone and attitude" in handling a public service announcement, and that Mr. Kingsley was "incompetent" to handle newscasts because of certain speech impediments.

Hunt Conclusion

Examiner Hunt concluded the employes were dismissed "because of their union activities" and recommended that WGBS "offer" them "immediate and full reinstatement to their former or substantially equivalent positions" and restoration of back pay.

CROSS NAMED
To U. S. NARBA Post

CAPT. JOHN CROSS, assistant chief of the State Dept.'s Telecommunications Policy Staff, has been named vice chairman of the U. S. delegation to the overall NARBA treaty conference which resumes in Washington Sept. 6. FCC Comr. Rosel H. Hyde is chairman.

Announcement of Capt. Cross' appointment was made last Tuesday at a government-industry meeting to continue planning for the conference. Approximately 30 industry representatives and 10 FCC and State Dept. authorities participated.

ARMY AD BUDGET
Expected To Be Set This Week

INDICATIONS that the joint Army-Air Force advertising budget for the new fiscal year beginning last July 1 may crystallize sometime this week loomed in Washington last week as Congressional conferees on the omnibus 1950-51 appropriations bill completed study of differences over Defense Dept. funds requests in the Senate and House approved versions.

Army and Air Force advertising-recruiting officials remained silent on allocation of their requested $1,591,600 ad budget, pending final approval. But at the same time they promised that radio would receive "fair consideration" when the budget is divided between the various media.

They termed the $100,000 spot announcement campaign, held May 15-June 15, as a substantial success [BROADCASTING, May 8]. Another drive, which began July 15, has been completed. Total of 752 stations were used in the latter, according to Lt. Col. Donald J. Wilkins, head of joint advertising recruitment for the two services.

While he could give no figures, he said spot announcements and newspaper space were purchased out of a "special fund" created in the 1949-50 budget. It was believed that the outlay approached the $50,000 figure on the basis of the first program.

40% to Radio-TV

Reports that radio and television would draw about $636,400—or roughly 40%—of the approximate $1½ million ad budget this fiscal year were held by Col. Wilkins to hinge on final Congressional action on Capitol Hill. He indicated that if advertising funds were to be increased along with general Defense outlays, now currently sought, the figure probably would reach the estimated 40% or more predicted by Army officials before a House Appropriations subcommittee earlier this year [BROADCASTING, Feb. 27].

House was to have taken up the bill Thursday. For both Army and Air Force overall funds, the Senate voted substantial boosts over sums recommended by the House, which cut funds of both services, prior to the Korean war, substantially below budget estimates.

Col. Wilkins said he felt that radio was proportionately responsible for success of the May-June drive, which he attributed largely to outbreak of Korean hostilites.

He said the Army-Air Force recruiting department had made no "special check" on radio's effectiveness in spurring high school and college students to enlist, but felt the department had received its worth from use of the medium.

Col. Wilkins also pointed out that of the $400,000 set aside for placement by local agencies in the six Army areas during the year ended June 30, radio was earmarked for fully 50% of funds divided 60%-40% between the Army and Air Force, respectively. Total of $1,600,000 was approved for the past fiscal year for advertising needs.

The second drive, which got underway July 15, was directed at enlistment of former servicemen possessing specialties in such fields as radar, communications, electronics, etc. Because it was ordered before June 30, Col. Wilkins said, it was considered part of the 1949-50 budget.

Once Congress has finally approved Defense appropriations, the Army and Air Force are expected to better advise Grant Advertising Inc., which handles both accounts, on ad needs for the current year ending June 30, 1951. Grant places all national business for the two services.

Expenditure Procedure

It was understood that expenditures for Army-Air Force advertising would be channeled largely to radio and television stations for time consumed rather than to produce programs for public service use.

The revised policy to channel ad funds as payments for use of radio time is largely the result of a storm of protests by industry, led by NAB and BAB, over donations of free time, and a series of conferences between radio industry leaders and officials of the two services. Army-Air Force spokesmen previously had defended the practice of a "compromise" to obtain the "most coverage" out of limited budget [BROADCASTING, March 6, Feb. 27, 13, 6].

NEWS RECORDINGS
Senate Eases Clearance

SENATE passed and sent to the White House last Wednesday legislation which would ease clearance of overseas news recordings for both radio and television use.

The legislation, already approved by the House, would correct a situation that has been holding up news recordings for customs clearance. At present, each recording must be evaluated and an import duty assessed. Two bills (HR 7747 and HR 8726), as cleared by the Senate, would simplify customs collections on sound recordings for radio, television and news broadcasts, while exempting the latter from the customs duty.

Chief effect of the corrective legislation, which amends the Tariff Act of 1930, would be to speed up incoming news tape and disc recordings from radio correspondents abroad. HR 8726 was introduced in the House by Rep. Aime J. Forand (D-R. I.) at the urging of A. A. Schechter, MBS vice president in charge of news, special events and publicity [BROADCASTING, June 19].

FUNDS BILL
FCC Budget Not Hard Hit

FCC FOUND some degree of relief last week in the reporting of the $32 billion omnibus appropriations bill by a joint Senate-House conference committee.

Chief change in the overall fund bill was deletion of an economy amendment which would have placed a flat 10% cut on operating funds this fiscal year for non-defense agencies, including the FCC. It had been estimated that this percentage slice would have pared FCC's budget for 1951 some 10-12% [BROADCASTING, Aug. 7]. The amendment also would have required the cuts to be applied to such items as personnel, travel and services.

Since FCC operations are nearly totally made up of these items, the 10% cut would have placed a hard burden on the agency. An estimated 256 out of the present 1,75 persons employed probably would have been affected, it was reported.

However, the picture changed substantially late last Thursday as a result of the ironing out of differences between the Senate and House versions of the omnibus bill. Conferees agreed upon a $550 million cut to be spread among all agencies, defense or non-defense, by the Bureau of the Budget so long as the defense effort is not impaired.

Only Light Hit Seen

Thus, it was FCC's assumption that its recommended $6,625,000 budget for 1951 would not be hit hard. It is believed that most savings by the Budget Bureau will be made in such items as construction and thus lighten cuts on personnel, travel and personal services.

One change in the conference report would be to reduce the Federal Trade Commission's proposed operating budget only slightly to $1,891,695, a cut of $25,000.

The committee also recommended that the State Dept.'s international information program, encompassing the Voice of America, receive $32.7 million. The conferees also would authorize $100,000 to be made available for radio broadcasts behind iron curtain countries. (See Voice story, page 34.)

Kratokvil Named

FRANK KRATOKVIL, chief of the monitoring branch of FCC's Field Engineering & Monitoring Division, was promoted to assistant chief of the division last week, succeeding the late L. C. Herndon. In government radio service since 1928, he was supervisor of the Atlanta Region of FCC's Radio Intelligence Division during World War II, and previously served at Detroit, Buffalo, Dallas and other field offices of the Commission.

The Enemy's SIXTH Column is INFLATION

Nobody knows how many billions must be spent to keep freedom alive at home and abroad.

But one thing is certain: the expenditures for defense will be even greater if the enemy's Sixth Column—inflation—is not checked.

Naturally we must have the money to provide our armed forces with all they need. And we must also have money for vital civilian needs.

So now, more than ever before in the history of our country, protecting the buying power of the dollar is essential.

To protect the value of the dollar, we must make sure that our Government isn't called upon to tax, borrow or spend a single cent for things that are *unnecessary* at this time. And certainly unnecessary spending by *anybody*, including government, has absolutely no excuse in times like these.

Let's be clear about one thing: There are two essentials to winning a war these days. One is winning the victory in the field. The other is making sure our economy is not being bled to death.

• • •

The life insurance companies bring you this message because of its importance to all Americans.

Institute of Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

Keeping America Strong is Everybody's Job

WBT LABOR CASE

IBEW Complaint Upheld

REINSTATEMENT of nine of the 10 technicians discharged in September 1949 by WBT Charlotte, N. C., in the heat of its lengthy dispute with IBEW, was recommended in an intermediate report issued last Wednesday by NLRB Trial Examiner Alba B. Martin.

The dispute grew out of a complaint filed last September by the International Brotherhood of Electrical Workers (AFL) Local 1229, charging that the station engaged in unfair labor practices and summarily dismissed 10 technicians on or about Sept. 3, 1949 without cause. The complaint was substantially upheld by the NLRB examiner.

Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV (TV), issued this statement: "The report . . . seems to be a thoroughly one-sided proposition. The company, of course, intends to appeal his ruling in an effort to obtain an unbiased decision at higher levels."

Statement was issued through the company's attorney, Whiteford Blakeney, in Charlotte.

Mr. Crutchfield told BROADCASTING that initially oral hearing before the full board would be sought. He indicated appeal to the U. S. Circuit Court of Appeals if the board sustains the decision.

Mr. Crutchfield singled out what he termed "inconsistencies" in Examiner Martin's findings involving collective bargaining rights. The trial examiner, he noted, found that WBT had not refused to bargain in good faith with respect to the discharges, and that there was no evidence that it "sought to undermine the authority of the union."

On the other hand, the WBT official pointed out, Examiner Martin charged that the station had engaged in "unfair labor practices" by discharging the men after they had passsed out handbills while picketing the station. Such action, he ruled, was "retaliatory" and without good cause.

Some of WBT's technicians began picketing last July but were permitted to remain on their jobs, averaging $98.50 per week, calling for three weeks' vacation with pay, unlimited sick leave with pay, and other benefits [BROADCASTING, Oct. 17, 1949].

One technician, Sterling L. Hicks, business manager of Local 1229, IBEW, asked FCC to revoke WBT's TV license, on grounds it was "not utilizing . . . full facilities."

In his intermediate findings, Examiner Martin suggested that Mr. Hicks "ordinarly would be entitled" to reinstatement rights too, save for the fact "of his conviction on March 24, 1950 . . . of the misdemeanor of conspiracy to damage" WBT's property. He urged, however, that Mr. Hicks be given "back pay from the date of the discrimination against him until Jan. 12, 1950, the date of the misdemeanor. . . ."

The "misdemeanor" involved charges of conspiracy against Mr. Hicks for the attempted dynamiting of WBT's 429-ft. radio tower for which the IBEW union official was indicated by a grand jury in Mecklenburg County, N. C. [BROADCASTING, March 13, Feb. 6].

WBT should be required to reinstate Mr. Hicks in the event the labor board is presented with evidence "that a court of last resort has reversed the conviction," Examiner Martin recommended. The station also was asked to review Mr. Hicks' technical qualifications —"satisfactory or unsatisfactory" —for the period September 1944 until August 1949 and so inform the FCC as to its endorsements.

Crux of the trial examiner's recommended order evolved around circulation of the handbills containing adverse comments on WBTV's operation. Handbills were written by Mr. Hicks and a representative of the international union, according to NLRB.

The handbills, Examiner Martin wrote, "were an integral part of the union's efforts, including the picketing, to prevail upon (WBT) to agree on a discharge clause satisfactory to the union, and thereby to achieve a contract."

Crutchfield's Letter

Mr. Crutchfield in his letter accompanying notice of discharge last September noted:

> While we are struggling to expand and develop into a new field, and incidentally losing large sums of money in the process, you are busy trying to turn customers and the public against us in every possible way, even handing out leaflets on the public streets advertising that our operations are "second-class," and endeavoring in various ways to hamper and totally destroy our business.
>
> Certainly we are not required by law or common sense to keep you in our employment and pay you a substantial salary while you thus do your best to tear down and bankrupt our business.

Examiner Martin also scored "several partially or wholly inaccurate statements and inferences" contained in the union handbills.

The union had charged that dealers had stocked their showrooms with TV receivers, but were "unable to move them due to the fact that the general public is complaining about the program material now being presented." WBTV began operation July 14, 1949.

Examiner Martin added, however:

". . . But there was no evidence that the union in writing it and distributing it had any intent to falsify or maliciously to injure (WBT). . . Stroupe (president of the local) and Hicks appeared to me to be honest witnesses . . . . There was a complete absence of any evidence that (they) . . . or any members of the executive committee . . . or anyone who distributed it . . . did not believe it to be completely truthful."

KVLC

KVLC-FM

LITTLE ROCK, ARKANSAS

announces

the appointment of

Radio Representatives

INCORPORATED

NEW YORK CHICAGO

LOS ANGELES SAN FRANCISCO

HAITI NETWORK

'Voice' May Buy Time

WORLD RADIO Corp. authorized reported last week that they were negotiating with the State Dept.'s Voice of America for purchase of 50% of the broadcast time on the religious-commercial network they propose to establish in Haiti [CLOSED CIRCUIT, Aug. 21].

They also reported at least temporary abandonment of earlier plans to include a 500 kw longwave station in their proposed network [BROADCASTING, July 10], saying they expect instead to concentrate on shortwave operations. Plans now include operation of two shortwave outlets—one 100 kw and one 10 kw—and one 10 kw longwave station.

Religious Director Jimmie Bell disclosed the change in plans, which he said was based on advice from experienced U. S. broadcasters, and also reported formation of a completely new board of directors of World Radio.

He said conferences had been held with Charles M. Hulten, general manager of the Voice, with respect to the Voice's possible purchase of 50% of the network's time; that technical briefs had been submitted to the State Dept., and that further conferences were scheduled with Voice engineering authorities. He said he also has scheduled a meeting with Salvation Army officials to discuss the possibility of their participating in the network's activities.

Board of Directors

The new board of directors is composed of three men but may be expanded. Mr. Bell identified the members as follows: Board Chairman S. E. Ramseyer, a Baptist minister for 28 years, a songwriter and evangelist; Treasurer Jesse Outlaw, president of the Houston Gideons, and Dr. Charles McClain, president of the Houston Ministerial Assn.

He said Robe White, a former assistant secretary of labor, had been named executive secretary, and that Dr. Clyde W. Taylor, executive secretary of the National Assn. of Evangelicals, Washington, D. C., had been appointed to the firm's advisory board.

Through World Radio Corp., Dr. Taylor has notified the State Dept. that the National Assn. of Evangelicals has a service constituency of some 5,000 missionaries and 25,000 native workers in 103 countries whose services will be available to distribute shortwave sets if the *Voice* buys half of the network's time, Mr. Bell said.

In connection with a fund-raising campaign several weeks ago World Radio said it had received Haitian government approval of its network project. Its principal objectives, officials reported, are to spread religious doctrine and to combat communism. It maintains offices at 7501 S. Main St., Houston, Post Office Box 1662.

GraybaR recommends the NEW AMPEX 400

MAGNETIC TAPE RECORDING AND PLAYBACK MACHINES

High fidelity is combined with portability and maximum tape useability in this newest addition to the famed Ampex line of recording and sound equipment.

This versatile instrument, the Ampex Series 400, brings you—in one popular priced, compact unit—many of the operating features previously obtainable only in more expensive models, PLUS these additional outstanding features:

- Two full hours of program material on a single ten-inch reel.
- Half-track recording at 7½ inches per second with performance that equals many 15-inch recorders.
- 4 to 1 saving in tape cost over *any* 15-inch recorder with comparable program quality.
- Furnished in a sturdy, portable case with removable front panel and cover for easy access to controls. Weighs only 62 pounds, complete.

Get *all* the facts. Send for the new 4-page Bulletin AX-19 which completely describes the new Ampex 400. Or, better, ask your near-by Graybar Broadcast Equipment Representative for up-to-the-minute information.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements—to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

5078

Technical Highlights of the Ampex 400

Tape Speed – 15 inches per second and 7.5 inches per second, with motor-speed change and equalization switches conveniently located.

Frequency Response—At 15 ± 2 db., 50-15,000 cycles. At 7½ ± 4 db., 30-15,000 cycles.

Signal-to-Noise Ratio – Over 55 db. at both 7½ inches per second and 15 inches per second, as defined by the proposed N. A. B. standards.

Starting Time – Instantaneous.

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
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Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, Broadcast (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
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(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
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(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

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PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

'Voice' Plea

(Continued from page 34)

pointing out pictures of sets developed by RCA. The sets, in mass quantities, can be bought for "roughly $15 or $16" and possibly be scaled down eventually in price, he thought. RCA indicated a willingness to engage in the project, it was testified.

During hearings, Rep. Clarence Cannon (D-Mo.) expressed interest in three specific areas relating to the Voice. Inquiring for Rep. Cannon, who was absent, Rep. John J. Ronney (D-N. Y.) wanted to know about an "allegation" that the Voice devotes "considerable moneys to FM and FM is unknown in Russia or the satellite countries."

No FM Activity

Charles Hulten, general manager for information and exchange activities, replied: "FM has a limited horizon and we cannot work with a limited horizon in anything we do. I know of no FM activity whatsoever."

Secretary Barrett reported that the Voice had partly overcome Soviet jamming, particularly the past month, by "massing our transmitters with the British to broadcast at the same time." He said the Italian, French and Greek governments also have joined in the mass broadcasts entailing Russian-language programs. But even then, he added, only between 15% and 25% of Voice transmissions are getting through.

Secretary Barrett placed the number of radio receiving sets in Russia at about 4 million, with about 3½ million equipped with shortwave facilities. He estimated that about 4 million sets are capable of hearing the Voice of America throughout the world. Topping the list of countries with shortwave receiving sets are Germany, France, Russia, Italy and Poland in that order, according to State Dept. estimates.

Mr. Kohler told the group that while "we do not have in most countries effective Gallup polls and Hooper-Nielsen ratings for radio programs," there are many other indications as to the Voice's effectiveness. Specifically he singled out attacks on the Voice by Soviet and satellite broadcasts as reflected in a continuous study by the Russian research center at Harvard U. He cited other surveys by the U. S. military government in Germany, and by the Gallup poll in Sweden and Finland the past few years.

Figures on comparative program hours, according to Mr. Kohler, revealed that as of June 1950 the USSR programmed 502 hours per week (832 hours with its European satellites) compared to 209 for the Voice, 465 by BBC, 212 by France and 53 by UN.

G. A. Richards

(Continued from page 32)

impeachment purposes was dou[bt]ful.

Cross-examination attempting t[o] show that an affidavit which H[orn] Horn made to FCC was the sou[rce] of a March 1949 news story in t[he] *Los Angeles People's World*, a[nd] that parts of the information i[n] the affidavit were used a week la[ter] in a broadcast by Mrs. Elea[nor] Roosevelt, also was stricken.

Mr. Ford contended the informa[tion] was carried in *The Nat[ion]* magazine in February and cou[ld] have been the source from whi[ch] the *People's World* and Mrs. Roo[se]velt obtained it. Mr. Horn said a Philadelphia newsman was presen[t] when he made the affidavit an[d] that the newsman obtained a co[py] of it.

open mike

Cites TV Section

EDITOR, BROADCASTING:

. . . I am reading it [BROADCASTING] with increasing interest, especially your section on television which I would like very much to see you enlarge.

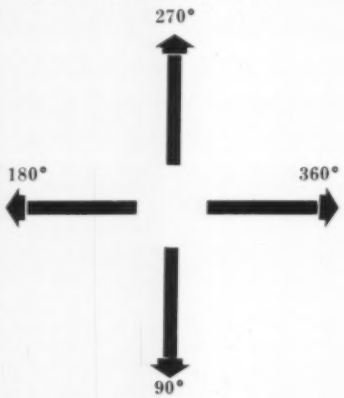
Arthur C. Beck Jr.
Director of Research & Media
Lindsey & Co. Inc.
Richmond, Va.

* * *

We Wrote in Circles

EDITOR, BROADCASTING:

To be 100% wrong, Kaltenborn would have to be 180° out of phase



—not 360°. Looks like you're 180° wrong too.

Dave Baltimore
WBRE Wilkes-Barre, Pa.

[EDITOR's NOTE: Mr. Baltimore refers to our editorial in the Aug. 7 issue in which we said Mr. Kaltenborn was "360° wrong on the presidential elections"].

* * *

Urges 'Big Stick'

EDITOR, BROADCASTING:

Please accept my sincere congratulations on the forceful editorial in the Aug. 7 issue of BROADCASTING magazine entitled: "Rates Can Wait: War Can't."

I hope you will continue to carry a "big stick" on behalf of the present AM rate structure as the kind of service for which BROADCASTING magazine is distinguished.

Lewis H. Avery
President
Avery-Knodel Inc.
President, National Assn. of Radio Station Representatives
New York

* * *

Laud 'Marketbook'

EDITOR, BROADCASTING:

I want to compliment you upon the current issue of the MARKETBOOK of which I have just now, for the first time, seen a copy.

I want to particularly compliment you upon the map enclosed with this issue—I'm having it framed and it shall hang in an important spot in these offices.

E. C. Mills
KFI-AM-FM-TV Los Angeles

* * *

EDITOR BROADCASTING:

Thank you for permission to see your outstanding MARKETBOOK for broadcasting and telecasting.

It is with real delight and sa[tis]faction that I observe the re[mar]kable progress made by you[r] magazine. It is a magnificent co[n]tribution to American industry an[d] to our country.

As a member of the KSL boar[d] of directors I am in close touc[h] with all phases of broadcasting an[d] television.

Congratulations!

Earl J. Glade
Mayor
Salt Lake City, Utah

KCIM TAKES AIR

New Fulltime Iowa Outlet

KCIM Carroll, Iowa, owned and operated by the Carroll Broadcasting Co. with 1 kw fulltime on 138[0] kc went on the air July 27. During the third day of operation, station officials reported, a doctor credited the station with saving a woman's life when 14 volunteers answered a blood transfusion emergency call.

With a staff of 17, KCIM's officials include: C. Everett Bliss general manager; Bill Parker formerly of KSO Des Moines, program director; Bernard Neher formerly of KSO, chief engineer; Clarence Fritts, commercial manager.

WERD

Atlanta

860 Kcs **1,000 Watts**

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

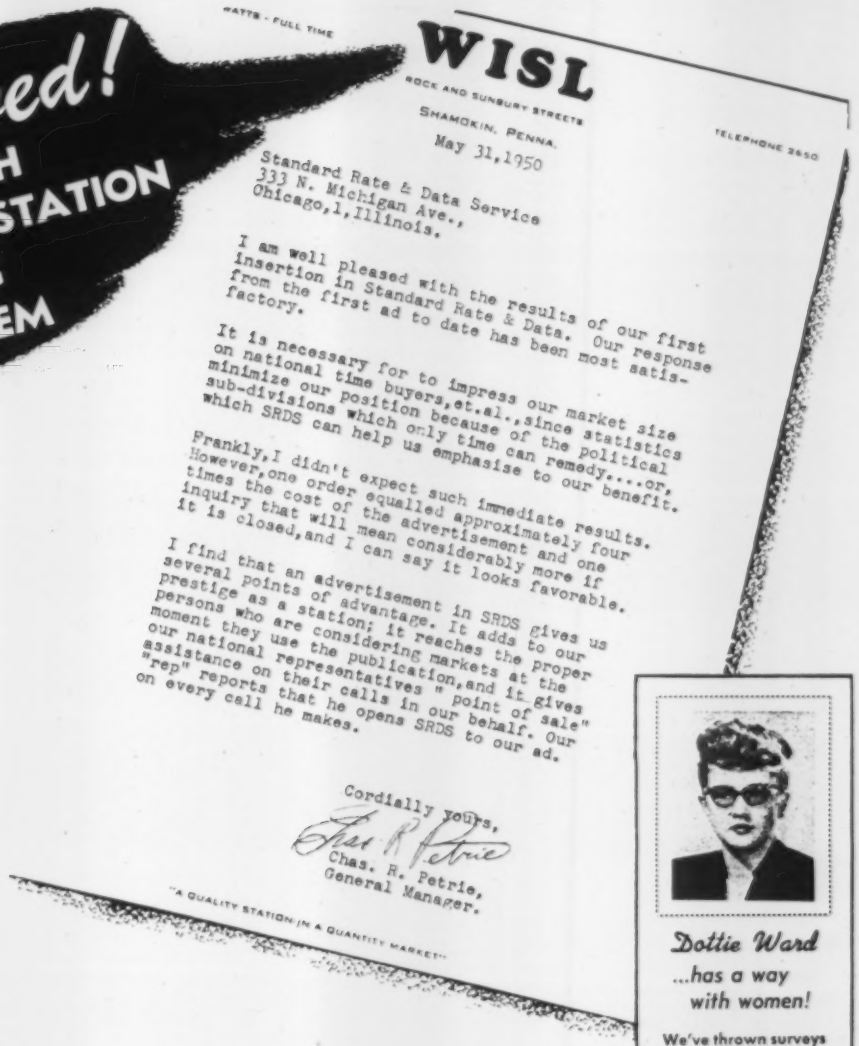
NEW YORK • CHICAGO • DETROIT

North Jersey Reporting!

. . . MORE POWER . . . MORE LISTENERS . . . MORE PEOPLE . . . MORE LOCAL INTEREST AND NEWS PROGRAMS. FOR YOUR REPORT ON THIS QUALITY MARKET CALL MORRISTOWN 4-5700.

WMTR NOW 1000 WATTS STUDIO: MORRISTOWN, N. J.

Solved!
A TOUGH RADIO STATION SELLING PROBLEM



WISL
ROCK AND SUNBURY STREETS
SHAMOKIN, PENNA.
TELEPHONE 2650

May 31,1950

Standard Rate & Data Service
333 N. Michigan Ave.,
Chicago,1,Illinois.

I am well pleased with the results of our first insertion in Standard Rate & Data. Our response from the first ad to date has been most satisfactory.

It is necessary for to impress our market size on national time buyers,et.al.,since statistics minimize our position because of the political sub-divisions which only time can remedy....or, which SRDS can help us emphasise to our benefit.

Frankly,I didn't expect such immediate results. However,one order equalled approximately four times the cost of the advertisement and one inquiry that will mean considerably more if it is closed,and I can say it looks favorable.

I find that an advertisement in SRDS gives us several points of advantage. It adds to our prestige as a station; it reaches the proper persons who are considering markets at the moment they use the publication,and it gives our national representatives " point of sale" assistance on their calls in our behalf. Our "rep" reports that he opens SRDS to our ad. on every call he makes.

Cordially yours,
Chas. R. Petrie,
General Manager.

"A QUALITY STATION IN A QUANTITY MARKET"

Dottie Ward
...has a way with women!

We've thrown surveys out of the window!

WHY? Because we don't need them to prove this program. We've checked cash registers instead . . . cash registers of local accounts that have their finger on the pulse of their advertising.

On the program we have enthusiastic local and national accounts who want to reach Mrs. Housewife who wants to know about local events, fashions, foods, and outstanding personages who visit the area.

At 11:30 every morning, Monday through Friday, Dottie Ward speaks, in a down-to-earth manner about many things and products and gets a fine response.

Success stories? Certainly! But why take your time . . . ? The low cost allows you to experiment in a market that likes good things.

Our local family Retail Sales Figure for 1948 was $4,512.00. That buys more than peanuts.

COST: Only $25.00 per week of 5 days—local and national accounts, same rate. Sold on weekly basis only. Minimum order—13 weeks.

WISL
ROCK AND SUNBURY STREETS
SHAMOKIN, PENNA.

THE WISL Service-Ad* illustrated at the right, appears in the SRDS monthly Radio Section. It offers the services of a successful independent radio station as an advertising medium. It uses simple, straight-forward, down-to-earth selling copy that worked so well in the early days of AM Radio . . . and works equally well today. It offers a program . . . an audience with proved willingness to buy . . . tells what it costs to use the program . . . and where to buy it.

Radio Station Operators:—You too can harness the influence of SRDS and make it work for you to increase national spot time sales, by telling Your Station's sales story in the SRDS Radio Section.

STANDARD RATE & DATA SERVICE
The National Authority / Walter E. Botthof
Serving the Media-Buying Function / Publisher
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

* Service-Ads are ads that supplement listings in SRDS with information that sells by helping buyers buy.

Football Lineup

(Continued from page 26)

games both home and on the road. First broadcast was Aug. 16 when Green Bay played the Chicago Cardinals in an exhibition. Station reports this year to be the 22d for coverage of Packer and Wisconsin games. New sponsor this year is the Miller Brewing Co. (Mathisson & Assoc.), sponsoring 14 Green Bay games and Standard Oil of Indiana (McCann-Erickson) signing for the nine Wisconsin games. WTMJ-TV, barred by Big Ten and professional rules from telecasting home games this season of both Green Bay and Wisconsin, will carry network Saturday telecasts of college games.

It also was announced last week that all U. of Maryland football games this fall will be aired on a 10-station regional network. Announcement was made by Ben Strouse, vice president and general manager of WWDC Washington, which will serve as originating outlet.

Chevrolet Dealers throughout Maryland, Delaware, West Virginia, and the District of Columbia will pick up the tab for broadcast rights on the regional hookup to the complete schedule of Terrapin home-and-away games beginning Sept. 23.

Bob Wolff, WWDC and DuMont TV Network (WTTG Washington) sportscaster who has covered Maryland pigskin contests the past two years, has been signed to handle play-by-play of the games, which will involve such traditional favored teams as Navy, Michigan State, Duke, North Carolina and North Carolina State.

Other stations comprising the regional network are: WITH Baltimore, WANN Annapolis, WFMD Frederick, WARK Hagerstown, WBOC Salisbury, WCEM Cambridge, WASA Havre de Grace (all Maryland); WDOV Dover, Del., and WEPM Martinsburg, W. Va.

WKY-TV Oklahoma City has received telecast rights to the home football games of the U. of Oklahoma this season, P. A. Sugg, station manager, has announced. The five-game schedule will be sponsored by the Oklahoma Ford Dealers. The games will be telecast from Norman, about 20 miles south of Oklahoma City.

Increased stations' radio coverage of U. of Tennessee games is reported as a result of the success met last year when a cooperative format was introduced by the Vol Network, operated by the Athletic Assn. of the university. WROL Knoxville Sportscaster Lindsey Nelson is in charge of network arrangements. He also will handle the play-by-play. The Vol Network's programming allows from 12 to 16 cut-aways for local commercials during each game.

Stations in Tennessee already affiliated for the coming season: WKGN Knoxville; WAPO Chattanooga; WMAK Nashville; WMPS Memphis; WCYB Bristol; WETB Johnson City; WTJS Jackson; WGAP Maryville; WATO Oak Ridge; WCRK Morristown; WDSG Dyersburg; WTPR Paris; WIRJ Humboldt. Out of state stations signing with the sports network include WNVA Norton, Va.; WMIK Middlesboro, Ky.; WQXI Atlanta; WORD Spartanburg and WSNW Seneca, S. C.; WHPE High Point, N. C., and WKLX Lexington, Ky.

WSRS

CLEVELAND

. . . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

NETWORK MOVE

'Yankee Kitchen' to CBS

A NEW ENGLAND fixture, called *The Yankee Kitchen* featuring Ken and Carolyn and which has been on the Yankee Network for the past decade, moves Sept. 11 to a number of CBS stations and one ABC affiliate.

The radio show is usually sponsored by approximately 20 advertisers, five times weekly. Among the regular advertisers are the following: Birdseye Frozen Foods, Fleischmann's Yeast, American Home Products, Flako Products, Rit Dyes and Westchester Devil Chicken.

The program will be on WTAG Worcester, WDRC Hartford, WGAN Portland, Me., WGUY Bangor, WLAW Lawrence, WHDH Boston and WPRO Providence. Show will originate from the Boston studies of WLAW. Merchandising will be increased with the additional territory. The show is owned and managed by James Murley, of Broadcast Advertising, Boston which also represents Marjorie Mills on NBC.

Ted Bates, Again

FOR the second consecutive year the baseball team of Ted Bates & Co., New York, has won the championship of the Publishers-Advertisers Softball League. Other League members include Time Inc., SSC&B, Geyer, Newell & Ganger, and Warwick & Legler.

FREE EUROPE

'Crusade' Radio Drive Set

ROGER BROWN will head Crusade for Freedom's radio and television committee in a national campaign beginning Labor Day, Sept. 4, for supporters and funds, it has been announced by Gen. Lucius Clay, chairman of the crusade.

Mr. Brown, president of Roger Brown Inc., New York and Chicago public relations firm, will be assisted by Alton Kastner, account executive of the same firm. Offices will be at 40 East 49th St., New York.

The campaign will begin with an address over all networks by Gen. Dwight D. Eisenhower. A nationwide appeal for signers of a declaration affirming belief in freedom, and contributions for a giant "Freedom Bell" and expansion of Radio Free Europe, will follow. The "Freedom Bell" will be installed behind the Iron Curtain, probably in Berlin, in ceremonies planned to set bells ringing over all the free world.

Funds also are needed to acquire four additional transmitters for Radio Free Europe, now broadcasting six hours a day and seven days a week to five "target" nations, in as many languages. The radio's one transmitter, however, permits only one hour of broadcasting for each country per day, since programs must fit the language and cultural pattern of each "target." Additional transmitters would mean provision for a full broadcasting day for each nation.

The Advertising Council has pledged cooperation and soon will begin a campaign on behalf of the Crusade for Freedom.

McFARLAND BILL

Marks Time in Committee

NEW DELAY was seen last week in possible House consideration of the Senate-passed McFarland Bill (S 1973) on which the House Commerce Committee's radio subcommittee has completed hearings [BROADCASTING, Aug. 14, 21].

Chairman Dwight L. Rogers (D-Fla.), who had predicted preliminary discussion of the bill by his group last week, said contemplated meetings on the communications measure have been advanced to this week. He said a log-jam of legislation which the Commerce unit is trying to clear up was responsible.

WWJ Dispute

(Continued from page 26)

prior to the ball game.

News truck drivers at first refused to cross the line but later went across, with deliveries delayed somewhat. Printers and pressmen hesitated and then went to work as did station musicians and stagehands. Some AFL members crossed, with others waiting until the pickets left for the night and sleeping at the station so they could work Sunday.

Monday morning printers and pressmen refused to cross NABET's *News* building picket line, forcing it to suspend publication. All 14 newspaper unions were represented at a morning meeting, after which the picket line suddenly disappeared. The newspaper unions returned to work but named a joint representative to sit in on the NABET negotiations.

George Maher, national executive secretary of NABET, issued a statement at time of the strike:

The Detroit chapter of NABET struck WWJ-AM-FM-TV at noon Saturday Aug. 19 after the breakdown of negotiations over wages, working conditions and jurisdiction. The union has been trying to negotiate a contract with management since Feb. 1.

During that time only a token offer of $1.50 per week for radio and television engineers and $1 per week for TV assistants has been received, with firm and repeated "no's" on all other issues.

The union has requested an $8.50 weekly increase and believes this a very modest request in view of the rising cost of living and the enormous profits of the Evening News Assn.

WWJ engineers, under the contract, receive a starting wage of $80 weekly and progress to $116.50 at the end of six years. TV assistants start at $41 and go to $65 after five years. Only 11 men, exclusive of group leaders, receive $116.50 out of a total of 56 engineers.

WJBK-AM-FM-TV and WJLB-AM-FM also have contracts with the Detroit chapter of NABET, and have the same wage scale as WWJ, in spite of the fact that these two stations are only 250w AM, as compared to WWJ's 5,000 w, basic NBC outlet station in this area.

NABET is available for meetings with the management of WWJ at any time, and if necessary, is prepared for a long strike.

WQXR-FM Network

THE FM network fed by WQXR-FM New York will be extended Sept. 1 to WFLN (FM) Philadelphia and WTOA (FM) Trenton, N. J., bringing the total stations to 16 covering an area from Niagara Falls to Philadelphia and for the first time including a New Jersey station.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

GREAT LAKES
Form New Michigan Group

NEW REGIONAL radio network to serve Central and Northeastern Michigan has been announced by Jack D. Parker, director of operations, Saginaw Broadcasting Co. (WSAM-AM-FM Saginaw and WLEW Bad Axe). Four station group will be called the Great Lakes Network.

Key station will be WSAM which will originate programs and special features from its modern studios in the Radio Bldg. at Saginaw to the network group comprised of WOAP-AM-FM Owosso; WLEW; WFYC Alma.

The new station group, which Mr. Parker pointed out will provide "a more complete coverage of area events," was organized with the cooperation of Melvin Wirth, WOAP general manager; Robert Cessna, WFYC general manager, and Milton L. Greenebaum, Saginaw Broadcasting Co. president.

'FACTS IN FOCUS'
Reprints Ordered

A THIRD printing of "Facts in Focus" has been announced by Sindlinger & Co., Philadelphia. The report claimed that television is not killing radio. Data was compiled through Radox, the firm's instantaneous electronic radio and television measurement system, which will be back in operation by Oct. 1 [BROADCASTING, Aug. 7].

Sindlinger firm asserted that demand for its report has increased "since the release of the recent ANA findings which conclude that the advertiser might just as well forget that evening radio ever existed after a family buys a teleset." New significance in the report, the company said lies in the fact that "ANA findings show Philadelphia to be the TV market of greatest magnitude. The ANA suggested radio rate revisions in Philadelphia as high as 55%."

FOR sustained programming of *Voice of the Army* show, WMLL (FM) Evansville, Ind., cited by U. S. Army and U. S. Air Force.

SOUTH CAROLINA'S SUPERMARKET

HAS 36% OF SOUTH CAROLINA'S GASOLINE SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

EDITORIALIZING
FCC Dismisses Dempsey Case Against KOB

FORMER New Mexico Gov. John J. Dempsey's long-pending complaint against KOB Albuquerque has been dismissed by FCC, but with an admonition to KOB to "re-read" the Commission's New Mayflower Decision on editorializing.

The Commission re-emphasized that stations which devote time to one side of controversial public issues have "an affirmative duty to seek out, aid and encourage the broadcast of views on the other side."

Mr. Dempsey had himself requested withdrawal of his four-year-old complaint, on grounds that the health of KOB Owner T. M. Pepperday, who also is publisher of the *Albuquerque Journal*, was such that he might suffer "serious or possibly permanent disability" if subjected to the emotional strain of testifying. Prior to Mr. Dempsey's request for withdrawal, filed in March 1949, the scheduled hearing had been postponed several times because of Mr. Pepperday's health.

The complaint, filed in March 1946, accused KOB of carrying a series of 15-minute programs which contained "false, defamatory and scurrilous" charges against then-Gov. Dempsey and other state officials. The programs were broadcasts by Larry Bynon, editor of the *New Mexico State Record*. The petition asked FCC to investigate the character and qualifications of Mr. Pepperday and to terminate KOB's license.

KOB's Claim

KOB claimed that Mr. Bynon's broadcasts were of interest to the public and were not instigated by Mr. Pepperday; that in only one instance did Mr. Pepperday know in advance what Mr. Bynon was going to say on his broadcast; that on at least one occasion Mr. Bynon attacked a political candidate supported by Mr. Pepperday; that reply time had been available to Mr. Dempsey, and that KOB had not violated legal principles governing operation of broadcast stations.

The Commission's dismissal of the complaints was explained as follows in a letter sent to KOB Aug. 16:

The Commission has reviewed the history of the complaints against your station and has considered carefully your replies and explanations. On the basis of your statements to the Commission and our independent examination of the facts, and in view, further, of Mr. Dempsey's request to withdraw, we are today dismissing the latter's petition and terminating the proceedings. . . .

In its letter the Commission took occasion to "urge you to re-read the Commission's Report in the matter of Editorializing by Broadcast Licensee [New Mayflower Decision]." FCC noted:

You have on several occasions affirmed your intent to be fair and diligent in discharging your public trust, but your apparent disposition to rest on the KOB policy of making time available for "the other side" does not fully probe the recesses of licensee responsibility.

We pointed out in our Editorialization Report that a licensee's obligation to serve the public interest cannot be met merely through adoption of a general policy of not refusing to broadcast opposing views where a demand is made of the station for broadcast time. A licensee has an affirmative duty to seek out, aid and encourage the broadcast of views on the other side.

We trust that a reappraisal of station KOB policies will result in a fuller appreciation of the high responsibility with which you, as the controlling stockholder of a broadcast licensee, have been entrusted. . . .

With its letter FCC sent the station copies of its earlier letter to WLIB New York emphasizing the need for affirmative efforts to present both sides [BROADCASTING, April 17], and of one to WWJ Detroit asserting that one side's refusal to present its views should not be a bar to presentation of the other side [BROADCASTING, May 1].

FCC said action on KOB's renewal application would still be withheld pending resolution of the controversy between KOB and New Mexico A. & M. College, former owner, over the reservation of broadcast time by the college when it sold the station. This controversy, stemming from FCC's adoption of a rule governing such time reservations, is currently before a U. S. court in New Mexico.

Mr. Dempsey, a Democratic nominee for election to the U. S. House of Representatives this fall, is represented by his son, William J. Dempsey of the Washington law firm of Dempsey & Koplovitz. KOB is represented by the Washington firm of Pierson & Ball.

ALASKA NETWORK
Sets 3 Spot Contracts

THE Alaska Broadcasting System has announced national spot contracts with Pillsbury, Budweiser and Best Foods through its New York representative, the Pan American Broadcasting Co.

The Pillsbury contract is for a 15-minute Sunday newscast (started Aug. 27) over the ABS northern group—KFQD Anchorage, KFRB Fairbanks and KIBH Seward. Agency is Irwin Vladimir, New York.

Budweiser has contracted for one-minute spots on all ABS stations beginning Oct. 2. Agency is D' Arcy Advertising Agency, St. Louis.

Best Foods' Nucoa renewed its contract until June 30, 1951, on all six stations of ABS.

On All Accounts

(Continued from page 12)

agency. A half year later he moved to Aylin agency as radio director and has been at that job since.

In addition to his agency duties, Dick is a nighttime instructor at U. of Houston. He also finds time to be active in the Junior Chamber of Commerce, Houston Advertising Club, Society of Associated Industrial Editors, Houston Golf Assn. and Touchdown Club.

As for sports, he describes himself now mainly as an onlooker, but lists as hobbies fishing in the Gulf, golf, raising tropical fish and playing bridge.

WABB STRIKE ENDS
Technicians Set Contract

CONTRACT ending a strike of union technicians at WABB Mobile, Ala., was signed Aug. 12 after an agreement reached by direction of NLRB officials.

The strike started last October [BROADCASTING, Oct. 31, 1949] and was in its 11th month when the contract was completed by D. H. Long, WABB manager, and the International Brotherhood of Electrical Workers, AFL. WABB, owned and operated by The Mobile Press Register Inc., operated throughout the strike.

F. Y. I.
(for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of long-standing factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

CBS WTHI

TERRE HAUTE, IND.

REP. BY—BOLLING CO.

New York · Chicago · Hollywood

NEW LAW FIRM

Fletcher & Midlen Formed

RADIO attorneys Frank U. Fletcher and John H. Midlen, both Washington, D. C., last week announced the formation of a new law firm, Fletcher & Midlen, with offices in the Munsey Bldg., Washington. Both men have been active before the FCC and the courts for a number of years.

Mr. Fletcher, part-owner of WARL-AM-FM Arlington, Va., was admitted to the North Carolina bar in April 1932 and joined the law staff of the FCC in 1934. From 1939 to 1942, Mr. Fletcher practiced in radio communications with Stephens, Spearman, Sykes & Roberson, Washington. He held subsequent positions of law staff member of the Alien Property Custodian and the Army Ordnance department. From 1945 to the present date, Mr. Fletcher has been engaged in private radio law practice, particularly with matters before the FCC. He is an FM member of the NAB board.

Mr. Midlen, a Washington lawyer since 1935, has been specializing in radio and communications for the past five years. In 1941, Mr. Midlen was assigned to the Judge Advocate General's office in the Army Dept. and later served with the office of the Secretary of War.

CKY Winnipeg has moved to 580 kc from 1080 kc, with 5 kw.

Mr. Midlen

Mr. Fletcher

JACK R. EDMUNDS

KPRC Executive Dies

FUNERAL was held last week for Jack R. Edmunds, 41, program director at KPRC-AM-TV Houston, Tex., who died Aug. 19 of a heart attack. Mr. Edmunds, who joined the station this past January, was on his way to the studios when he succumbed. He had been in radio 20 years.

The radio official went to Houston in 1946 and served with KXYZ and KTHT, both Houston. He formerly was program director for ABC Washington during World War II. Mr. Edmunds is survived by his widow and one daughter, Gail.

AUDIENCES UP

Hooper Surveys Radio-TV

SIGNIFICANT increases in total audiences of radio and TV in the past year have been reported by C. E. Hooper Inc.

In seven cities where television's share of the broadcast audience exceeds 50% in evening hours, Hooper found the percentage of homes using either radio or TV averaged 25% higher than the percentage a year ago. The figures appear in the current Hooperatings chartbook now being distributed to subscribers.

The increases in percentage of homes using either radio or TV in evening hours this year as compared with last ranged up to 44%, with the average increase at 25%. The cities included New York, Philadelphia, Baltimore, Boston, Providence, Chicago and Dayton.

Strictly Business

(Continued from page 16)

Hoffman Beverage Co., a subsidiary of Pabst and maker of soft drinks.

Mr. Perlstein is one of the few advertising men in the country who "trouble shoots" his markets. That is, he calls on salesmen and distributors all over the country straightening out local problems with an eye to the national picture.

Recently he flew to Puerto Rico to discuss advertising plans with the Pabst distributor there. He is constantly on the move and knows his markets well because he makes it his business to check them on the spot.

KNUZ Houston presented plaque of merit for "outstanding work in interest of safety" by fire prevention and safety committee, Houston Chamber of Commerce.

'TRUTH' DRIVE

Urged by Sarnoff, Benton

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, and U.S. Sen. William Benton (D.-Conn.) last week urged an immediate U.S. counter-attack and world-wide psychological offensive against Communist propaganda.

Explanation of America's peaceful intentions is not enough, Gen. Sarnoff said. The U.S. should now begin "to take the whiskers off Uncle Joe" by broadcasting to Russian and satellite peoples what Stalin is really like.

Gen. Sarnoff and Sen. Benton, with Professor Harold D. Lasswell of Yale U. Law School, appeared on *University of Chicago Round Table* over NBC to discuss "Can We Defeat the Propaganda of International Communism?"

Sen. Benton proposed that special commissions from every country in the world be invited to this country to study the truth of the Communist claim that the U.S. is a "war monger, imperialist and exploiter." Prof. Lasswell urged an American foreign policy statement comparable to Woodrow Wilson's 14 points, as the basis for the U.S. message.

PROPAGANDA UNIT

Psychological War Board Set

A NATIONAL Psychological Warfare Board, comprising officials of the State Dept., Dept. of Defense and other government departments and headed by Edward Barrett, Assistant Secretary of State for Public Affairs, was set up by the State Dept. Aug. 17 to help coordinate strategy involving the U. S. propaganda program abroad.

The board, which also will include representatives of the Central Intelligence Agency and Joint Chiefs of Staff, will handle plans for meeting problems that arise in Korea and other areas where more than one government agency maintains activities. In Korea it is expected to help weld together propaganda programs with actions of the Defense Dept. and Economic Cooperation Administration.

News Staff Data

IN RECOGNITION of the recent increase in news interest among radio and television audiences, CBS has prepared a special press information package containing pictures and biographical material on its news staff. The package, prepared under the direction of George Crandall, CBS director of press information, also includes background information on the organization and function of the CBS news staff.

LEGAL ADVERTISING

Coe Suggests Using Radio

USE of broadcast stations for legal advertising by state governments was advocated by Earl Coe, Washington Secretary of State, in a letter submitting to stations a series of announcements designed to stimulate voting.

"Radio is one of our greatest mediums whereby our registration and voting information can reach the public," he said. "In fact, I am looking forward to the time when our state laws will recognize radio as a factor for legal advertising of initiatives and referendums." Secretary Coe recalled "the great publicity job" the Assn. of Washington Broadcasters did for the registration and vote campaign held in conjunction with the 1948 presidential and state elections.

Peter Borras

PETER BORRAS, 60, Washington restaurateur, died of a heart attack last Monday (Aug. 21) at his home in Arlington, Va. His wife, Mrs. Gladys Murphy Borras, is administrative assistant to Frank M. (Scoop) Russell, NBC Washington vice president. Mr. Borras was president, manager and founder of the Madrillon Restaurant. Surviving besides Mrs. Borras are three brothers.

THE LONG ISLAND STORY

WHLI

reaches more homes in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station*

* B M B Study # 2

Nassau County is a $602,218,000.00 retail market!*

*Standard Rate & Data's 1950-51 Consumer Markets.

Represented by RAMBEAU

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L. GODOFSKY *President*

THE OLD SEA-HORSE SAYS:

"YOU AIN'T SEEN NOTHIN' UNTIL YOU'VE LOOKED UP THE STORY..."

WVMI BILOXI MISSISSIPPI

Serving the Entire Mississippi Gulf Coast

1000 WATTS • 570 KILOCYCLES

front office

J. J. FLANAGAN to president and general manager KITO San Bernardino. Replaces GEORGE LINDMAN, resigned to become manager KPOA Honolulu.

WALTER A. CALLAHAN to WKAT Miami, Fla., as vice president in charge of sales. Was with WSAI Cincinnati as general manager, and was former manager Chicago office WLW Cincinnati.

Mr. Callahan

INDEPENDENT METROPOLITAN SALES appointed N. Y. and L. A. representative WXGI Richmond, Va. MARTIN J. McGEEHANS named Chicago representative.

BENJAMIN MARGOLIS, assistant to CBS controller, appointed sales service manager for CBS-TV, succeeding Herminio Traviesas, resigned (see AGENCY BEAT).

BOB MAYNARD, assistant manager and news commentator WSVS Crewe, Va., resigns to join Lawyers Title Insurance Corp., Richmond. He will do public relations work from home office. Was member NAB Unaffiliated Stations Committee.

GLENN J. MANLEY, radio-TV freelance writer, to sales manager WEW St. Louis U. outlet, St. Louis.

LARRY ROBERTSON, program director KOME Tulsa, Okla., named account executive.

HOMER GRIFFITH, coordinator of national sales California Group (KYNO Fresno, KAFY Bakersfield, KCOK Tulare), on leave of absence.

CFPA Port Arthur, Ont., appoints James L. Alexander, Toronto, as national representative, effective Sept. 1.

JEROME M. ALPER, Securities & Exchange Commission, and ROGER H. MUZZALL to Washington law firm, Roberts & McInnis, whose practice includes broadcasting and communications fields.

EDWIN H. ESTES, general manager WGWD Gadsden, Ala., to general manager WETO same city. WETO will take the air Sept. 15. Mr. Estes' application for half interest in station accepted for filing by FCC.

Mr. Estes

LOU HUMMEL, drug division WLW Cincinnati merchandising department, to WLWT (TV) sales staff.

KFAM-AM-FM St. Cloud, Minn., appoints John E. Pearson Co. as national representative. Orville Lawson & Assoc. named representatives in Minnesota.

DONALD A. NORWOOD, staffman WLAW Lawrence, Mass., to account executive for Boston sales offices of station.

BILL TODD, salesman CJOY Guelph, Ont., to national sales staff CKEY Toronto.

KIFN Phoenix, Ariz., and XEAC Tia Juana, Mex., appoint Harlan G. Oakes & Assoc., L. A., representative.

GEORGE (Bill) ROHN, promotion manager KSOO Sioux Falls, S. D., to station manager. Has been with outlet since 1937.

ROBERT D. MARTIN to manager personnel department Edward C. Lobdell Assoc., N. Y. (management consultants). Was with WHAY New Britain, Conn., WFTR Front Royal, Va.

Mr. Rohn

CLIFF W. BOWERS, sales manager WESC Greenville, S. C., to WAYS Charlotte, N. C., as sales executive. Was sales promotion director WDOD Chattanooga, Tenn.

LIBERTY BROADCASTING SYSTEM establishes national and N. Y. office at 299 Madison Ave., headed by MORGAN RYAN, national sales manager.

WILLIAM PHREANIER to KSMA Santa Maria, Calif., as manager, replacing WALLY SEIDLER, resigned to become Oxnard manager KVEN Ventura, Calif.

PAUL MULVIHILL, sales manager Northern Broadcast Sales, Toronto, to James Alexander, Toronto station representative, Sept. 1.

Personals . . .

GARDNER COWLES (owner KRNT Des Moines, WNAX Sioux City, Iowa, and principal stockholder WCOP Boston) and his wife, Fleur Cowles, to be awarded "Oscars of the fashion industry" for contributions through "magazines, newspapers and radio," to fashion. Award will be given Sept. 4 at Neiman-Marcus Mid-Century of Fashion Exposition, Dallas . . . . DICK JOY, vice president KCMJ Palm Springs, Calif., will emcee California State Fair Fashion Show, Sacramento, Sept. 7-8 . . . . VICTOR A. SHOLIS, vice president and director WHAS-AM-FM-TV Louisville, father of boy, Aug. 19.

EDWARD G. THOMAS, vice president and general manager WKJG Ft. Wayne, Ind., back at his desk following serious operation. . . . PAUL F. HARRON, president WIBG Philadelphia, in England to inspect radio warning systems and wired line installations in bomb shelters. Will return in early Sept. . . . HAAN J. TYLER, manager KFI-TV Los Angeles, elected to board of directors Southern Calif. Broadcasters Assn., succeedings JENNINGS PIERCE, resigned. ALAN COURTNEY, acting manager public service, station and guest relations for NBC Western Div., succeeds Mr. Pierce as chairman SCBA education committee.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 19

WCTC STAFF

Four Appointed to Posts

FOUR changes in the executive personnel of WCTC New Brunswick, N. J., owned and operated by the Chanticleer Broadcasting Co., have been announced by James L. Howe, president.

Ted Webbe, sales manager since last March, takes over the newly created post of industrial relations director. James M. Vogdes, member of the sales department, has been named sales manager. David A. Moss, program director, moves to the sales department, and Donald V. Meaney, formerly news director at WNJR Newark, becomes program director.

the KOKOMO market is rich!
Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%
POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000
WIOU
1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep: Weed & Co.

★5 ou

EVENINGS EACH WEEK M

waga

CHANNEL 5 TL

★

And the average for all seven nights puts WAGA-TV in 1st place - - not to mention Sunday afternoons - - - then WAGA-TV captures 90.1 percent of all TV viewers - - - with the 'B' station limited to 9.9 percent

Source T.V. Viewers Survey—Hooper Television Audience Index—June - July 1950

XUM

# of 7

MOST ATLANTANS VIEW

tv

TLANTA, GA.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA,** Wheeling, W. Va. • **WMMN,** Fairmont, W. Va.
WLOK, Lima, O. • **WAGA,** Atlanta, Ga. • **WGBS,** Miami, Fla. • **WJBK,** Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV,** Detroit, Mich. • **WAGA-TV,** Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

A FORT INDUSTRY STATION

UM

editorial

Facts Vs. ANA Fiction

THERE ARE encouraging indications that radio is licking its inferiority complex, appallingly exposed when the Assn. of National Advertisers put on its bite for rate reductions.

The emergence from Milquetoastism is reflected in the general demeanor of broadcasters. They take heart in the trend among magazines and newspapers to increase rates, based on increased operating overhead rather than expanded circulation. They find strength in the realization that many advertisers feel that they are getting a better return from radio than from competitive media.

This metamorphosis in the making is reflected in the wholehearted support for the super-BAB at the NAB district meetings held during the last fortnight. Bob Swezey, of WDSU New Orleans, who is doing a voluntary Minute Man job, is goading broadcasters into a fighting spirit. His apt description of radio as the "soft underbelly of media" has aroused station owners.

NAB now comes forward with a survey project, to be underwritten by radio, to build radio's rate case. It has set a rather late target of March 1, 1951, and asks that stations hold the rate line until this job is done. By that time we have no doubt there will be ample evidence to justify substantial increases. Indeed some stations already have done so.

If such basic research had been done months ago, radio would not have been singled out for attack. The record already is replete with evidence repelling the argument that radio alone suffers from the incursions of TV.

This fiction can be answered with solid fact.

'Officer of the Air'

IT BEHOOVES all of us to keep abreast of signs of these semi-war tinged radio times.

The other day an important eastern station refused to permit the Progressive Party candidate to use its microphone because the management considered the copy "treasonable." The management notified the FCC of its action.

The council of the Radio Writers Guild recently refused to vote for or against a resolution supporting our action in Korea. Keep in mind that the RWG can control the wording of the scripts that go on the air via the networks. The Radio-Television Directors Guild can control interpretation of those words.

We have no doubt that the vast majority of the members of these guilds are loyal Americans. We cannot fathom how that majority possibly could be swayed. Even Henry Wallace couldn't stomach the Progressive Party's stand on Korea.

The eastern station which rejected the Progressive candidate's script may possibly be in technical violation of the law. We have read the script. We believe the station acted wisely and patriotically.

The FCC may be expected to hold that Section 315 of the Communications Act requires stations to give equal time to qualified candidates for public office, irrespective of party label. This despite the fact that the New York Circuit Court recently held Communism constitutes a "clear and present danger" within the meaning of the Constitution.

If the FCC attempted to penalize a station because it refused to carry Communistic propaganda, we doubt whether a single court in the nation would allow the judgment to stand.

We believe that, in these times, the wise maxim to follow is: When in doubt, don't.

Lest we forget:

The announcer said: "The Men from Mars are invading New Jersey!" It was only make-believe, but thousands were thrown into panic. Ten years later the same thing was done in France and Peru. Lives were lost.

In 1947, G-Man Hoover said the Communist Party "has departed from depending upon the printed media . . . and has taken to the air. Its members and sympathizers have not only infiltrated the airways but are now persistently seeking radio channels." Within the past few weeks, Mr. Hoover said they have as their objective the "control of communications facilities in the event of an emergency."

There must be no malicious make-believe about "The Men from Moscow."

Every individual working in radio and TV has a *responsibility above and beyond* that of the ordinary citizen. Just as every lawyer is an officer of the court, every broadcaster is an officer of the air. It is his responsibility to make certain that the most vulnerable spot in American communications—a place before the microphone—is never available to a traitor, actual or potential.

To Win Minds of Men

WE ARE running a bad second in the propaganda war.

In the current news are demands for a stepped up "Voice of America," launching of a peace offensive to reach the average Soviet Ivan Ivanoff, and floating stations to pierce the Iron Curtain. The National Psychological Strategy Board just formed by the State Dept. is belated recognition of the need for coordination in the fight for the minds of men.

Because of its very nature, a democracy is cumbersome in psychological warfare. In a totalitarian nation, like the Soviet, there's direct action, and extraordinary flexibility. Our offensive, such as it has been, has emanated from the State Dept., which at all times watches its diplomatic P's and Q's, with one ear cocked toward Congress and the other toward the White House.

As we see the new Strategy Board, it would coordinate only those agencies of government identified with the war effort—real and psychological. It would, in effect, be the same people talking to themselves.

There's a big job to be done. The question is how best to do it.

The answer could be a separate agency, reporting to the President. The Strategy Board might be only part of it. There should be an advisory board, made up of the leading publicists of the nation—men who have made their mark in public relations, in advertising and merchandising. Men, perhaps, like Edward Bernays, Steve Hannegan, Ben Sonnenberg. Men like David Sarnoff, Bill Paley, Frank Stanton, Jack Strauss and Ed Noble. Top industrialists versed in public relations, labor leaders, creative agency executives whose stock-in-trade is selling to the people.

The American story is easy to dramatize. It is an honest story. It should be told by radio, by pamphlet, by pictures, and by word-of-mouth. It should be told, bereft of stiff-collars and boiled shirts. The Polish coal miner, earning more in America than the feudal lords of his ancestry, should return to his homeland to tell that story. The Negro to Africa, the Chinaman to his rice paddy.

Psychological warfare is brain rather than brawn warfare. It needs the genius of men of imagination, zeal and enterprise, of those who are not hemmed in by convention, regulation or precedent. There is no precedent that fits our kind of democracy.

our respects to:

GEORGE PHILLIPS HOLLINGBERY

YOUNG MEN of modest means dream of achieving success in long strides as did George Hollingbery.

An aggressive salesman even while working his way through Kansas U., the president of George P. Hollingbery Co., station representative, sailed into his first salaried job with such vigor that his employer never let him get away until he formed his own firm 13 years later.

The *one* employer in Mr. Hollingbery's career was William Randolph Hearst.

The tale of why Mr. Hollingbery finally left the top advertising position at Hearst's *Chicago Herald-Examiner* to become a representative of radio stations should interest all broadcasters. During a brief period in the life of the *Herald-Examiner*, spot announcements on KYW Chicago, which was leased to the paper by Westinghouse, went gratis to display advertisers. Mr. Hollingbery noted that the

(Continued on page 50)

Static and Snow

By AWFREY QUINCY

NOTE to radio corpus delicti: Move over and make room for rate-increasing national magazines. ANA anathema due anaday.

* * * *

Like wildcats, some engineers are wild, others are wilder. In St. Louis, a public utility engineer became so enraged by Transit Radio commercials during his daily bus ride that he retaliated by ripping the seat covers. Miraculously, without even getting mad at us, our engineers daily rip our commercials to pieces with push-buttons and plugs. Come to think of it, we're always having to replace the seat-covers in Main Control. Must be lead poisoning.

* * * *

The latest entry in the program "rating" business is planning to get coincidental data by Western Union. Although Western Union is a most efficient organization, it still has to rely on the well-known human element, and we can visualize Humphrey Humhories getting one of those telephoned singing birthday greetings by WU at just about the time that the WU coincidentaller happens on Humph's name in the telephone book. Result:

Happy birthday to you
Is your radio in view
Happy birthday, dear Humphrey
Tell me who you're tuned to.

Every word true

FLASH! MIDWEST DEALER SPENDS $600 FOR RADIO CAMPAIGN, GETS TWICE THE RESULTS BROUGHT BY $3,000 CAMPAIGN IN ANOTHER MEDIUM.

FLASH! PACIFIC NORTHWEST STORE FINDS RADIO DEVELOPS TWICE THE STORE TRAFFIC DELIVERED BY COMPETING MEDIUM, MEASURED ON DOLLAR-FOR-DOLLAR BASIS.

FLASH! 40% OF STORE CUSTOMERS NAME RADIO ADVERTISING AS REASON FOR COMING TO STORE. NEXT BEST MEDIUM, 21%.

FLASH! RADIO ADVERTISING ACCOUNTS FOR 54% OF DOLLAR VOLUME OF SALES IN STORES CHECKED. NEXT BEST MEDIUM, 20%.

...and our files are full of FURTHER PROOF!

Have you noticed the many exciting case histories currently published on the effectiveness of spot radio?

All this evidence of success makes wonderful reading—but it's an old story to advertisers on Westinghouse stations!

Just to check the record, we reviewed our files and found a gold mine of confirming evidence. Recent examples, already published elsewhere:

On Pittsburgh's KDKA, one Farm Hour advertiser spent $500 on time, got $20,000 worth of orders. (Reported August 17, 1949.)

Using KYW as the *only* advertising medium in Philadelphia, a diaper manufacturer saw sales jump 52% in nine weeks. (Reported June 1, 1949.)

On Portland's KEX, *one* announcement for dressed poultry sold *two tons* of assorted birds. (Reported February 1, 1950.)

Thanks to Boston's WBZ, writes a berry grower, "radio increased my revenue over 50%." (Reported July 27, 1949.)

With four short messages on Fort Wayne's WOWO, a hardware company tripled sales of power mowers, selling hundreds. (Reported May 29, 1950.)

What's more, we're helping other advertisers write comparable case histories right now! To boost *your* sales in six of the nation's leading markets, look into the program-building and audience-building capacities of Westinghouse stations. Ask the man from Free & Peters!

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Respects

(Continued from page 48)

spots outdrew the printed notices, and decided radio was here to stay.

But he wasn't sold overnight on joining forces with the aural medium. It took several visits from one Vernon H. (Bing) Smith of WREN, then located in his home town of Lawrence, Kan., to convince Mr. Hollingbery that he should desert black-and-white and start soliciting national business for broadcasting stations—starting with WREN.

With the *Herald-Examiner* on wobbly legs anyway, Mr. Hollingbery acquiesced in 1936. He opened shop at 307 N. Michigan Ave., Chicago, where he headquarters today. WREN was his first station, closely followed by WWJ Detroit. During his first year he signed 16 others, and of his original 18 stations, he still has 17.

Only son of a Lawrence real estate man, George Phillips Hollingbery was born June 25, 1902 and developed his rugged good looks in the Kansas wheat fields and on section gangs of railroads. At Lawrence high school he participated in sports, but at Kansas U. found that several campus enterprises kept him too busy for the usual extra-curricular activities.

In partnership with Classmate James E. O'Bryon (now director of publicity for Mutual) he prospered in a "sign, sticker, and button" business. Mr. O'Bryon was the artist-designer and Mr. Hollingbery the salesman. For several years they handled all the poster work for college parties and athletic contests on the Kansas U. campus. More than two million of their "Jayhawk" stickers have been used on windows and automobile windshields. During a Missouri-Kansas football week-end in the early '20s they disposed of some 40,000 celluloid "Jayhawk" buttons.

Joins Newspaper

After graduating from Kansas' School of Journalism in 1924, Mr. Hollingbery applied for work in the *Herald-Examiner's* classified advertising department. He was hired at $22.50 weekly, but increased his earnings to $100 within six weeks. He soon moved into local display, then national, and in his rise to advertising manager held the positions of both local and national advertising manager.

Mr. Hollingbery has a rich store of humorous anecdotes about his experiences on the now defunct *Herald-Examiner*, but none is funnier than the story of his first meeting with Mr. Hearst and his famous columnist, Arthur Brisbane. He was introduced to these journalistic greats by Merrill C. Meigs, head man for Hearst in Chicago, who described Mr. Hollingbery as the *Herald-Examiner's* "best salesman." He felt he had *really* arrived. But his moment of glory was cut short when Mr. Brisbane, well aware of the newspaper's mounting indebtedness, remarked:

"This *is* interesting. I didn't know the *Her-Ex* had any salesmen at all."

Mr. Hollingbery's company was known during its first few months as Craig & Hollingbery. Norman Craig, who represented a few stations in the East, handled the firm's New York business. When Mr. Craig died before the partnership was a year old, Edward Spencer, previously with Westinghouse and NBC, became manager of New York operations of the George P. Hollingbery Co., a position he holds today. Mr. Spencer had been sales manager of KDKA Pittssburgh, and when NBC took over management of Westinghouse stations, he went to the network as New York sales manager of its O&O outlets.

Another Hollingbery staff man who joined the firm its first year is Fred Hague, New York sales manager. He had been with a station in Winston-Salem. A third charter employe is Frank McCarthy, Chicago manager, who had handled food advertising at the *Her-Ex* under Mr. Hollingbery.

Steady Expansion

From four salesmen and an office staff of four, the company's roster has grown to 32. There are 36 AM and 3 TV stations on its list.

Mr. Hollingbery recently tripled his office space at 500 Fifth Ave., New York, to accommodate increased AM and TV business. While he has added one TV man in recent weeks, he in no wise subscribes to the opinion that AM is being hurt by the newer medium.

"In the national field, not one nickel has been lost to TV by our AM stations," he says. "For example, last year WWJ Detroit gained $100,000 in AM while building up its TV business. With the increased number of AM receivers, sound radio is a better buy today than a year ago, even in major TV markets. Television is a *new* business. Eighty per cent of its advertisers never used spot radio."

Mr. Hollingbery anticipates that 1950 will be "the biggest year in our history." During the first five months, national spot was 18% ahead of the same period in 1949. He notes that although April and November usually are his peak months, May stood out this year with a 43.2% increase over May of last year.

Strong on personal contacts with advertisers, as well as agencies, the company's salesmen are spending more than 50% of their time these days with manufacturers.

"Our formula is quite simple," says Mr. Hollingbery. "We just point out how much faster a dollar in radio and television moves goods than the same amount spent in printed media."

Mr. Hollingbery's wife is the former Elizabeth Sifers of Iola, Kan., whom he met at Kansas U. There are three daughters and one son. Mary Elizabeth, 21, was graduated from Pine Manor Junior College at Wellesley, Mass., and now is studying art at her parents' alma mater; Anne, 18, attends Skidmore College at Saratoga Springs, N. Y.; Deborah, 14, will enter New Trier high school in Winnetka, Ill., next fall; and George, Jr., 12, attends grade school in Glencoe, Ill., where the family resides.

Their home overlooks the 9th hole of Skokie Country Club, one of the sportiest courses on Chicago's North Shore, where Mr. Hollingbery has a 14 handicap.

In addition to Skokie, Mr. Hollingbery is a member of Chicago's University Club. He also belongs to the Chicago Radio Management Club and the Radio Executives Club of New York. His college fraternity is Phi Kappa Psi.

CITIES SERVICE

NBC Show Has Active Summer

ACTIVE summer of broadcasting and special appearances has featured the *Cities Service Band of America*, heard year-round on NBC and seen on NBC-TV as a simulcast last season.

Series of five center-spread advertisements, promoting the band's summer appearances and its stimulation of interest in band music, has appeared in *Quick* magazine. Creator of the show, M. H. Aylesworth, first NBC president, contends the brass band is a typical American institution that stirs the heart of every citizen.

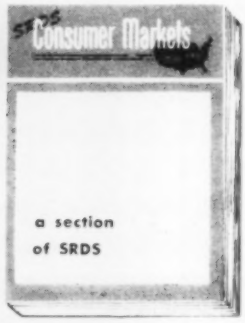
The *Band of America* broadcast July 17 from the "Frontiers of Freedom" pageant at the Chicago Fair. It has presented a series of guest artists this summer, including George M. Cohan Jr., W. C. Handy of "St. Louis Blues" fame, and others. Summer appearances include an audience of 32,000 at Bridgeport and large audiences at Cleveland and Buffalo.

Kenneth M. Burton

KENNETH M. BURTON, 51, director of NBC's *The Railroad Hour* and *Father Knows Best* for Benton & Bowles, died last Monday (Aug. 21) in his home in Hollywood following a heart attack. Mr. Burton was head of West Coast radio production for B&B. He was a Navy veteran of both World Wars. Surviving is his widow, Betty.

now available 1950-1951 edition

CONSUMER MARKETS



Based on the known needs of national advertisers and agencies for comprehensive, reliable state, county and city market facts, the new edition of CONSUMER MARKETS provides a range of information you would otherwise have to gather from many sources.

Its retail sales estimates project the current 1948 Census of Business figures. It reports comparative figures (1940 vs. 1949) so that you can see any local market's growth at a glance. It reports complete statistics for **all** states, **all** counties, **all** cities of 5,000 and over. Special market maps cover all states, U. S. Possessions, and cities of 250,000 and over.

See and use the 1950-51 CONSUMER MARKETS to appreciate its value in consumer market and media research. Send for a copy today on 5-days free examination. Only $5.00 if you decide to keep it.

Typical agency report on CM: "Used by Research, Account and Media Executives in analyzing old and new markets for clients' products, primarily number of outlets of types desired and populations of cities, counties and rural areas."

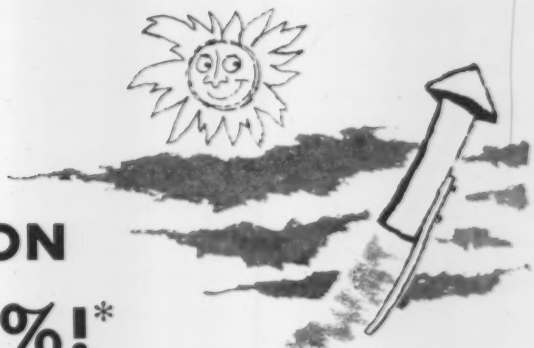
Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

COVERING WISCONSIN'S LARGEST RADIO AUDIENCE
WTTN
129 Local Accounts
21 Regional and National Accts.
2781 Pieces of Mail for May '50
News — Accent on LOCAL
Music — Sports — Special Events
WTTN WATERTOWN WISCONSIN

AUGUST 28, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



NEW YORK DAYTIME TELEVISION VIEWERS UP 350%!*

...and 83.5% of all TV viewers questioned said they turned to WABD (Du Mont) for one or more programs between 12:00 and 1:30 P.M. Yes, the Daytime Television Audience is going up like a rocket. Take it on the rising curve. Take it on Du Mont, which has the lion's share of the audience. On Du Mont — where Daytime began — covering 99% of America's telesets — where programs pay their way in quick sales — where a slim budget gets a fat result.

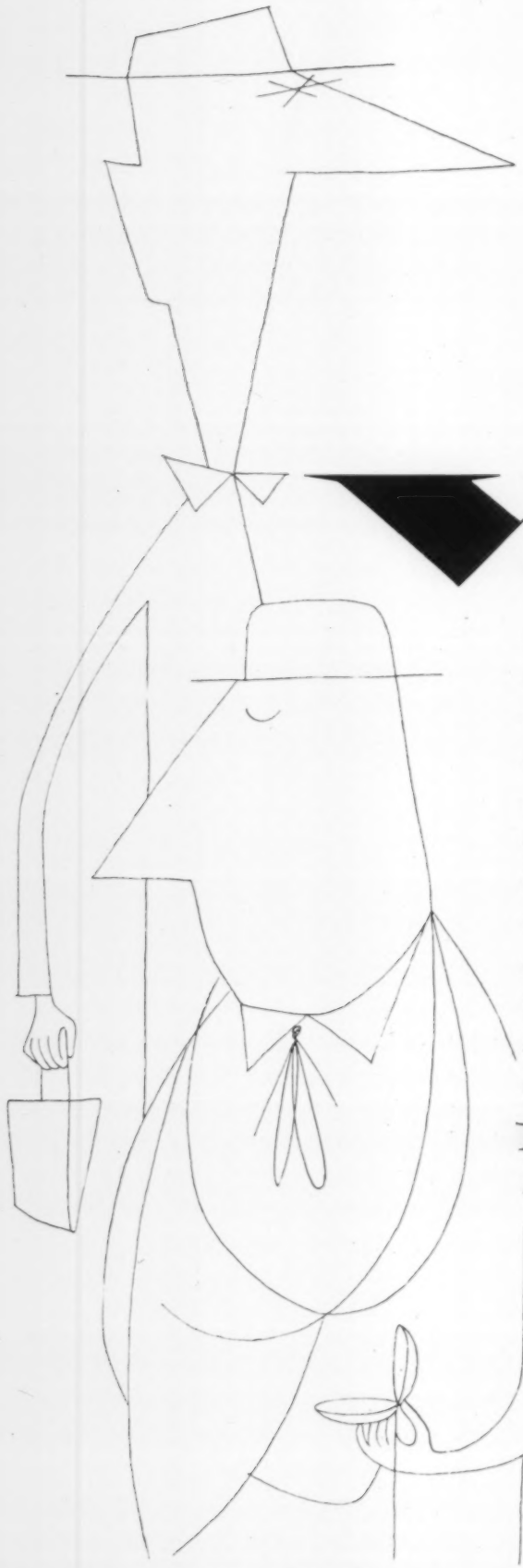
Network or local, Du Mont was first.

*"The Television Audience of Today," June, 1950, Advertest Research

The Nation's Window on the World

60 Stations TELEVISION DUMONT NETWORK

A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-2600
Copyright 1950,



V.I.P.

Very Important People—they make today's news—start today's fads—control today's audiences.

At KTTV we collect 'em like stamps. Our VIP lineup of stars and shows...whether the best from CBS-TV or our own impressive roster...sponsored by the largest national advertisers as well as local sellers...gives us a VIP audience, the Very Important Public of Southern California, second greatest in the nation. Happily, you don't have to spend a million to make an impression with KTTV's VIP lineup. But you're in good company...you get seen and heard a lot...you can sell a lot. You can reach that Very Important Public on KTTV. Ask us or Radio Sales.

KTTV

Los Angeles Times • CBS Television

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

AUGUST 28, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

BILLINGS MOUNT

Top Last Fall's Business By 60%

(See story page 19; Regional forecasts on subsequent pages)

THE PRESIDENT of a frozen foods company, which this fall will spend $40,000 a week in television, last week came up with a complaint about the medium.

He told TELECASTING: "The only flaw we've found with television is the difficulty of turning up good time to buy."

The food merchant's statement just about summed up the situation that U. S. telecasting faces in the fall of 1950. Barring unforeseen disaster, a whopping share of total telecasting time will be sold out.

Authoritative sources estimated that by October there would be at least 750 accounts using national spot television. In October of 1949, according to N. C. Rorabaugh Co. records, there were 399.

Network television business already sold for October is far ahead of last year. In mid-August, with some six weeks of selling still to go before October, the four TV networks reported October business already on the books was 60% bigger than the volume of last October.

More network advertisers — 120 this October to 74 a year ago—are sponsoring more programs—158 to 93—for more commercial network hours—96 to 59—this fall than last, and on more stations.

Rush Buying

The rush by clients to buy television time before the choice periods were disposed of was feverish. As one executive of an advertising agency, which this year has five clients using TV, as compared with two last year, put it: "We think television will continue to progress until there is no time available, and that could easily occur before 1951."

Another agency executive said: ". . . From here on competition among television advertisers will be a battle of wits more sharp than has ever existed in advertising."

An inevitable result of the scramble for television time was the universal planning by networks and stations to expand their broadcasting day. All networks, except ABC, were known to be intending to start afternoon schedules by fall and some had notions of beginning morning programs before the year is over.

Experiments by stations with daytime programming in the last year had supplied the answer to the question frequently raised in the early development of television: Would their be a daytime audience big enough to pay off an advertiser? The answer was an emphatic Yes.

Despite the enthusiasm expressed last week in New York, capital of television development, it was plain that television as yet has some growing pains to suffer.

The upsurge in TV advertising would not be felt equally in all television markets. A sampling of opinion among national station representatives showed that generally the markets with small distribution of receiving sets would find the going tougher than those where television has reached the proportions of a mass medium.

National advertisers, placing spot schedules, were confining their principal investments to markets having 75,000 or more television sets.

As one station representative said: "In markets with more than 75,000 TV homes, the rep's main job is servicing; in markets with less than 75,000 TV homes, it's selling."

One factor contributing to the confinement of many spot accounts to large television concentrations was said to be recent rate increases by stations in markets where set distribution has grown significantly. Advertising appropriations are not always elastic enough to accommodate rate increases in big TV markets and continuation or launching of schedules in smaller circulation areas as well.

Pattern Different

The patterns of television time buying are still not established, but one thing seems assured: They will not be identical with the patterns of radio.

Station representatives, through their National Assn. of Radio Station Representatives, are embarking on a campaign to sell programs on a spot basis to an extent not heretofore realized.

They see an opportunity to increase spot program sales because of the television network situation, which differs from that in radio.

Pending the lifting of the FCC television freeze, the number of markets having fewer than four stations far exceeds the number having four or more. As a result, multiple network affiliations are common, a situation that gives stations considerable bargaining power in negotiating network agreements, certainly more than most radio network affiliates enjoy.

NARSR members believe that because of this fact and also because stations get more revenue from selling a spot program than taking a network commercial, the opportunity to develop a big business in spot program sales is at hand.

Fall business volume, both spot and network, promises to increase over last year's levels in much greater proportion than television facilities have grown. Last October there were 87 stations on the air in 56 markets. This October there will be 107 stations in 63 markets.

Compare Networks

The individual network comparison of commercial programs and hours for last October and for that month this fall follows:

Network	No. Commercial TV Programs		Amount of Commercial TV Time	
	'49	'50	'49	'50
ABC	19	31	11:30	14:20
CBS	36	55	19:40	31:04
DuMont	5	13	5:00	11:45
NBC	33	59	22:45	38:50
Total	93	158	58:55	95:59

Not included in the above table are the 15 DuMont network cooperative programs which are available for local sponsorship on individual DuMont affiliates. These co-ops range from 15-minute strips to two-hour wrestling and boxing telecasts, adding up to a total of 18 hours and 15 minutes of network time each week.

Neither do the tabulated commercial time totals include the World Series telecasts which this year are expected to augment TV's income appreciably, unlike last fall when bidding among the video networks for the series reached a point at which the sponsor was

(Continued on page 72)

TV Network Clients for October 1950

With Comparison Against Placements in October 1949

Sponsor	Program	Gross Time Charges October 1949	Network	No. of Stations '49	No. of Stations '50	Hours per week '49	Hours per week '50
Admiral Corp.	Stop the Music	$15,673	ABC	27	29	½	½
	Lights Out	—	NBC	—	53	—	½
Alsco Inc.	Through Wendy's Window	—	NBC	—	34	—	¼
Aluminum Cooking	Homemakers Exchange	—	CBS	—	18	—	1 min.
American Bakeries Co.	Lone Ranger	2,250	ABC	4	7	½	½
American Dairy Assn.	TV Teen Club	—	ABC	—	10	—	½
American Home Products	Homemakers Exchange	—	CBS	—	18	—	1 min.
American Jewish Congress	Democratization of Germany *	1,485	ABC	3	—	½	—
American Tobacco Co.	Football Games	52,800	NBC	11	—	¾	—
	Big Story	12,780	NBC	33	49	¼†	¼†
	This Is Show Business	—	CBS	—	53	—	½
	Your Lucky Strike Theatre	—	NBC	—	29	—	½‡
	Your Hit Parade	—	NBC	—	20	—	½
American Safety Razor Corp.	Sugar Bowl	—	ABC	—	23	—	¼†
Anchor Hocking Glass Corp.	Show Goes On	—	CBS	—	23	—	½
Anheuser-Busch Inc.	Broadway Open House	—	NBC	—	35	—	5
	Ken Murray Show	—	CBS	—	—	—	1

* One timer

† ¼ hour every other week

‡ 1 hour every other week

(Continued on page 70)

Fall Business Roundup

Fall Business Roundup

BOSTON-CHICAGO

Hub TV Booming

BUSINESS is booming on the television front in Boston.

While the war in Korea and sharp rate increases by the two Hub TV stations are causing concern for the future, the story at the moment is one of sponsors waiting in line for availabilities.

Informed sources among the buyers and sellers of time told TELECASTING that successful use of the medium in special campaigns has built enthusiastic acceptance by sponsors, many of whom are substantially increasing their activity in TV while still others are entering the field for the first time. In general, clients are not cutting their radio budgets but are rebuilding their entire media set-up to make room for television.

Agency executives were practically unanimous in the belief that steep rate hikes within the past couple of months would also cause some local and small business clients to back out. An increase of 67% for a one-minute spot in Class A time on one station and a 110% boost for a corresponding spot on the other station in a late-summer adjustment of rates reflected an increase of more than 134% in TV receivers in the area since the end of last year. The present set count is approximately 447,000.

Successes Tell Story

Typical of the sentiments expressed were the views of Barbara Keane, radio and TV director for Alley & Richards, who said: "Television is big here. We're recommending it more and more as we see the vastly successful results for clients who have used it upon our recommendation. So far, every time we've used it our clients have had wonderful results."

Miss Keane felt, however, that the rate increases "might wipe out some small business accounts," although she added that it might also bring about a further realization of the value of television and that such clients might try to make the money come from some source in order to stay in the medium.

Miss Keane

Mr. Pitman

Stressing the value Alley & Richards places in video, she pointed out that the agency has started publishing a monthly bulletin, *TV Takes*, which is sent to sponsors and TV prospects. Among agency accounts new to television this fall is Kennedy's, Boston, which has retail stores throughout New England. Kennedy's is using five-weekly live spots in a participation program and will continue indefinitely. Although in the past the firm was a heavy radio buyer, it has been using it only spasmodically the last couple of years. Haffenreffer, Boston, for Pickwick Beer and Ale, has expanded from three to seven TV spots weekly. Glenwood Range Co. has bought one-minute film spots in Boston which will be extended to Providence, New Haven, and Utica after Labor Day.

Newcomb Cites Enthusiasm

Harvey P. Newcomb, radio and TV director at Harry M. Frost Co., said: "Everyone's enthusiastic over TV, particularly since the way results have been coming in. Several of our clients are interested in women's participation programs that will give them a chance for live demonstrations. With the way rates have been going up, though, it's beginning to get expensive for the small advertiser although increased circulation should make it worthwhile." Accounts, he said, did not appear to be dropping radio but were rebuilding their whole media schedules in order to fit in TV.

Increased video activity at the Frost agency includes a saturation campaign by General Electric Supply Corp. for GE TV sets, which consists of a six-week TV and radio spot drive; spots for Barbo Furniture Co., Stoneham; spots for Durkee-Mower, Lynn, which consistently uses radio as well; Boston Nash Dealers film sportscast; Gentle's Baking Co., Mattapan, going into its 52d week and contracted through the end of the year. While Gentle's isn't using radio now, it has in the past and is contemplating it again this fall.

Voicing concern about the effect of the Korean conflict and rate boosts in the area, Jan Gilbert, radio and TV director at Harold Cabot & Co., declared: "Much will depend on the trend the war takes. Several of our accounts anticipate shortages and will back away from TV and radio. They're waiting for developments."

Cabot Clients

Thus far, Harold Cabot clients have increased their use of TV without cutting down on radio, one of the largest regional television buys being the five 15-minute weekly shows purchased by H. P. Hood & Sons, Boston (milk and ice cream), in three New England markets — Boston, Providence and New Haven. A children's puppet show on film, *Time for Beany*, the series started in June and will continue through next summer. The company is still continuing its five-minute daily radio weather shows in addition to announcements throughout New England. Adams & Swett, Boston rug cleaner, has increased its TV schedule and a long-time TV user, Boston & Maine Railroad, which is off television at the moment, is expected back in the fall with a 15-minute film program. The railroad also uses announcements and programs on radio.

Time Scarce

"Business is so good it's next to impossible to get TV time," according to T. B. Pitman Jr., radio and TV director of John C. Dowd Inc. "A great deal more advertisers are using the medium this fall than last year, and radio has not fallen off any either."

Mr. Pitman did not concur with others about factors which might adversely affect time purchases. "I don't think the war has affected TV in this area so far and I don't think it will for some time to come. As to the rate increases, I believe small advertisers will feel they're getting their money's worth because of the great amount of sets in their market area."

Dowd's New Business

New TV business out of the Dowd agency will include a half-hour weekly show in the fall for the First National Stores, Somerville (grocery chain), in cooperation with George S. McGinniss Homemakers' Service, New York. First National Stores also has bought nine one-minute film spots weekly on four stations in New England for 52 weeks. The grocery chain is continuing its 30-minute weekly *Guy Lombardo Show* on radio in addition to radio spots.

Among numerous Dowd accounts which will be using TV are Groveton Paper Co., for Vanity Fair tissues and Blue-Ribbon Napkins; McGowan Educator Co., Lynn, for Crax on four New England stations; Ring-Clear Hosiery, Boston;

(Continued on page 68)

Midwest Video Zooming

CHICAGOANS are goggle-eyed about television, and no from watching it, either. Astounded by the consume impression the medium con tinues to make, Midwest agen cy men, broadcasters, spon sors and packagers predic "an unpredictable growth" for the video giant.

Increased Time

This fall, sponsors ranging from owners of $3.98 hat shops along State St. to corporations with mil lion-dollar-plus advertising budgets are clamoring for video time. The demand exceeds supply, and sta tion and network executives are regretfully turning down accounts by "the dozens."

Because much business cannot be accommodated, and there is the other subsequent threat that adver tising dollars will flow back into other media, TV stations are mak ing rapid moves to extend their time schedules. One eastern station plans a telecast week of 114 hours starting at 6 a.m. and programming continuously until 1 a.m. On week ends, it will telecast 24 hours daily.

All four Chicago video outlets are upping their schedules, work ing backward to as early as 9 a.m. and adding hours at night. One station is planning to sell a straight 15-minute news show across the board at midnight to a jeweler. The news format, unusual enough for such a sponsor, would include institutional commercials for dia monds only. "And we'll sell zillions of diamonds at a time which, until this summer, the industry con sidered long past bedtime," the station manager said.

War Concern

Chicagoans nevertheless are con cerned about the international situation and how it may effect the medium. Some of the questions they pose — Will the already ex tended FCC freeze on TV licenses and construction be continued until the international crisis lets up? When will the "crisis" be solved or levelled-off? What about the short ages of basic materials? Will firms continue to advertise, as they did during World War II, if excess profits taxes are levied on corpora tions? Will consumer spending tighten-up? Will wages and prices be controlled? If no more video

(Continued on page 66)

Mr. McGuineas

Mr. Norton

Te—Ve

Drawn for TELECASTING by John Ziegler

"Well, you have to admit—it's a twist!"

CALIFORNIA

War Only Barrier Feels Bay Area

TELEVISION, a late starter in San Francisco and a dark horse during 1949, has been running like a winner in 1950 and the experts haven't the slightest fear it will be stopped even by an all out war. But they do feel it could be slowed down by a number of possible developments in the global situation.

Curtailment of TV set production could put a freeze on the now rapidly growing audience in the Bay Area. Curtailment of production in certain hard goods lines could put a freeze on advertising budgets in those lines. A mobilization of electronics experts could bring a damaging shortage of key personnel.

But if none of this happens, television will be off at a pace seldom equalled in business history, the experts say. And, with the usual optimism of radio-television people, they are inclined to plan for a brisk 1951 even as they talk of the war threats and refuse to be quoted on flat predictions.

Philip Lasky, vice president and general manager of KSFO and KPIX (TV) who pioneered the field by starting San Francisco's first television station in December 1948, seems less cautious than most. "San Francisco television is moving into the boom stage. In the fall of 1950 we will see an uninhibited increase of TV homes," he said. "Despite curtailment of TV set manufacture, we are informed that an ample supply will be available for this market. KPIX already is oversold for evening hours for the 1950-51 season with networks competing for time. To accommodate local advertisers the station is expanding its hours in the late night, early afternoons and to a seven-day-week." He does not foresee in the immediate future any leveling out of business.

Effect of Controls

Charles Thieriot, assistant general manager of the *San Francisco Chronicle* as well as general manager of KRON-TV and a businessman of wide experience, suggested the threat of restrictive government controls may bring an immediate increase in advertising budgets. "Because of this possibility," he reasoned, "it is also possible that advertisers will begin to increase their present budgets now before any such freeze goes into effect.

"Locally, when the Korean war started, there was a two or three-week lull as advertisers hesitated to move one way or another. Those on the verge of entering TV hesitated to commence and those already on hesitated about dropping. Now the lull seems to be over and business is increasing."

KRON-TV will go on a seven-day-week schedule next month, the first San Francisco station to do so, and Mr. Thieriot said fall business prospects are such the station should have no trouble selling its additional time.

Mr. Maynard

Mr. Thieriot

Mr. Ryhlick

Mr. Hoag

• • •

Gayle Grubb, general manager of KGO-AM-TV, said his station has signed TV business in excess of $50,000 during the past three weeks alone and approaches 1951 with extensive plans for operation expansion despite war threats.

"A look at recent billings indicates that television has indeed become a fixture in the San Francisco-Oakland Bay Area," Mr. Grubb said. He believes 1951 will be a "banner year" for both radio and TV. KGO-TV, which recently extended programming into the early afternoon hours, is planning further expansions into morning hours, he said.

Optimism Prevails

Reports from advertising agencies and Bay Area advertisers, supported the general optimism.

Alden Nye, who handles TV accounts for McCann-Erickson, said the trend among advertisers is definitely to television. While the big advertisers haven't begun to forget radio, he said, there is at present much more of a "jam up" on TV availabilities than radio.

Frances Young Austin, radio-TV timebuyer for J. Walter Thompson Co., said business in all lines is on a "steady upsurge" and shouldn't be hurt by the Korean war. She said indications are both radio and TV advertising for the 1950-51 season will be "substantially increased" over current expenditures, with advertisers frequently establishing new budgets to cover TV advertising rather than taking the money from radio. She believes radio is in a more favorable position than TV in case of war because sponsors become more interested in news shows and TV cannot give on the spot coverage of a war as radio can.

A similar analysis was presented by Llew Jones, media director for Foote, Cone & Belding. He cited specifically S&W Coffee, which has been a non-user for more than two years and is not likely to have any trouble selling all available supplies of its product if the Korean action expands into war on a larger scale. S&W has signed 52-week contracts for both radio and TV.

Don Stahley, Bay Area representative for Katz Agency Inc., whose 15 TV stations give it claim as the largest TV representatives firm in the country outside of networks, described as "good, normal and healthy" the outlook for the coming fall and winter.

So far, he said, there is no indication in San Francisco of war cutbacks in any line and interest in TV seems to be increasng steadily. He said many accounts that have used radio in the past are moving into TV and showing a greater interest in the newer medium. But they are not cutting their radio budgets to do it, he said, finding the money elsewhere and setting up separate TV budgets.

Richard St. John, advertising manager of Langendorf United Bakeries, said: "We are paying more attention to TV in the future. It is difficult to say how much if any radio will suffer because of this. We will definitely keep buying radio time although we believe TV will become increasingly important."

He indicated the radio budget might be sufficiently increased so the shift of emphasis to TV would not actually mean a cut in radio billings.

Another large advertiser, Standard Oil of California, has indicated an intention of entering TV without cutting back its heavy radio schedule.

Gallo Wineries, a large account currently searching for an agency, announced it would be in both TV and radio in 1951.

Biow Plans

Biow Co. in San Francisco announces that one of its large bread accounts, a major radio user, will be in TV this fall and indications are the account will increase its advertising budget.

Gore, Diamond & Ewing, one of the smaller agencies in the Bay Area that has been building a heavy stable of radio-TV using accounts on the local level, reports TV schedules on the increase for the fall and 1951.

"Advertisers are increasing budgets for entry into TV," Ted Hill, GD&E account executive reported, "and we expect still further increases in the immediate future. Gross billings have never been so high, we have had no reductions in schedules for either radio or TV and we expect none."

New Records Imminent Says Los Angeles

ADVERTISERS, their agencies and telecasters on the West Coast all agree that the 1950-51 fall and winter season will reach a high-water mark.

In the Los Angeles area, where telecasters have a minimum of $15 million invested, the present set installed figure of close to 700,000 may reach a million by year end.

This increasing market and projected microwave connection between it and San Francisco will enable advertisers to increase coverage at a smaller cost-per-thousand.

Agencies generally, despite world unsettled conditions, feel that this fall will see keen competition among local and regional accounts for availabilities. They cite increased number of national commercial kinescoped programs booked for fall, an increase in part due to the improvement in quality of recording, as eliminating many prime times on network operated or affiliated stations from the advertisers' plans.

Network owned or affiliated stations as well as independents are expanding programming time to keep up with the steadily increasing demand from advertisers.

Expansion Seen

In face of impending excess profits legislation, station and many agency executives look for expanded advertising budgets from current TV sponsors as well as new appropriations from advertisers not yet in video.

Many advertisers are going ahead with expanded and intensive advertising programs while keeping an eye for government controls that might change their plans.

Television's poor servicing and merchandising activities as compared with radio on the West Coast will, advertisers hope, be conquered this fall. They point to the fierce competition between seven Los Angeles stations, all with proven sales stories to tell, as the major factor for this hoped-for improvement.

KLAC-TV, first Los Angeles station to announce itself as operating in the black, reports summer business "way ahead of last year," with "wonderful" fall prospects. David E. Lundy, sales manager, said the majority of KLAC-TV sponsors are local, but the last month has seen greatly increased activity on the part of national advertisers. "Business, with our time increase to 109 hours weekly, has more than tripled over last year at this time," he said.

Harry Maynard, sales manager of KTLA (TV) said: "Indications are that local TV sponsorship during 1950-51 season will record a new all-time high from both local and regional advertisers." He

(Continued on page 69)

Fall Business Roundup

Outlook for Fall Business At The Networks

By FRED THROWER
Vice President in Charge of Sales, ABC

"THE 1950-51 television broadcasting season will get under way this fall with approximately double the number of TV shows that were scheduled last year. This season marks the 'arrival' of television as a major advertising medium—delivering greater homes per dollar efficiency than any other medium except radio. This growth took place in the five years since the end of the war, at a pace unprecedented in the development of any advertising medium in history.

Mr. Thrower

"The record shows that in the past few months, ABC has been the main force in the growth of TV. ABC-TV starts the 1950-51 season with more new business in half hours sold than each of the three other networks (who also have 'cream' time still unsold).

"ABC's $8 million television installation, affording its advertisers the finest studios in the world, and transmitting facilities second to none, is attracting more and more advertisers, as they become aware of the terrible impact of television advertising.

"TV is attracting advertisers who are not in radio; only 11 of the 35 ABC-TV advertisers are in network radio.

"Still other advertisers are increasingly aware of the necessity to match the TV dollars of their competitors—not only to stimulate sales but to avoid a declining share of the market."

* * *

By J. L. VAN VOLKENBURG
Vice President in Charge Network Sales, CBS

"EXPANSION, growth and development are the key words in every aspect of the CBS television outlook for fall, 1950.

"The focus of this forward movement is the program schedule and its contents, of course.

Mr. Van Volkenburg

"Beginning in October, CBS-TV's network broadcasting day will begin at 1 p.m. instead of at 4 p.m. and will continue through 11 p.m. In addition WCBS-TV New York will launch its own morning schedule with two and a half hours from 10:30 a.m. to 1 p.m., and will expand toward the earlier morning hours as new programs become ready to take the air.

"In all, over 150 broadcasts a week will originate from CBS-TV New York this fall.

"The program lineup will be enriched by the debut on CBS-TV of such potent broadcasting personalities as Jack Benny, Burns & Allen, Frank Sinatra, Perry Como, Horace Heidt, and Ralph Edwards in a TV version of *Truth or Consequences*. Personalities like Garry Moore, Alan Young, Robert Q. Lewis, and Faye Emerson, seen during the spring or summer, will also become fixed stars in the CBS firmament this fall as will Gene Autry, who made his television bow in July.

"New dramatic programs such as *Big Town* and *Sure as Fate* will make their appearance, and *Sing It Again*, highly successful in AM, will become a simulcast. Last season's array of headliners will resume their places in the schedule and in the affections of the country's TV viewers, including Fred Waring, *Toast of the Town*, *The Ken Murray Show*, *Arthur Godfrey's Talent Scouts*, *Studio One*, *Ford Theatre*, *Mama*, *The Goldbergs*, *Man Against Crime*, *Lucky Pup* and *Mr. I. Magination*.

Cites Rates

"A clear index to the fall outlook lies in the new CBS-TV rate card (effective as of Oct. 1, 1950). This will offer 61 stations at an hourly rate of $27,000, with a total of eight million families affording circulation at a cost of $3.13 per thousand. Last year's rate card offered 54 stations for $17,250, reaching something more than three million families at a cost of $5.71 per thousand.

"Corollary to this vastly increased potential is the fact that over a nine-month period from October 1949 to June 1950 CBS-TV programs have held 55% of the top 10 places in the multi-market telepulse survey, with the second-ranking network holding 33⅓% of the places.

"The fall sales picture is highly luminous if not downright brilliant. In the evening bracket, from 7:30 to 11, Sunday through Saturday, there is only one availability, and that's in negotiation. In the 1 p.m. to 6 p.m. daytime bracket, throughout the week, a substantial number of sales have already been made, and many others are in the making. At CBS, this fall, there'll be no wistful humming of 'Time on My Hands.'

"Operationally, CBS-TV is expanding in tempo with the growing program schedule and its production requirements. New personnel has been, and is being added, primarily in the creative and technical categories.

"CBS-TV now has 13 studios in operation as against last season's nine. A new five-story building has been acquired on E. 76th St. to provide greatly increased storage space for scenery and props.

"CBS-TV's belt-line methods of scenery production and storage, which have resulted in substantial savings for sponsors since last year, will be advanced a step farther in the next month or two. Instead of assembling a set from component units in storage, the filing and storing system will be broadened to make entire sets available on demand, with a minimum expenditure of time and money for repainting, repairing and interchange of components.

"If CBS's fall television outlook were to be summarized in a single sentence, it would probably have to be—Television is here to grow."

* * *

By CHRIS J. WITTING
General Manager
DuMont Television Network

"THE ANA's steering committee, PIB and advertisers have underscored TV's prospects for the coming fall and winter and left little for a telecaster to say on the subject.

Mr. Witting

"The ANA committee has told the men who pay national advertising's bills that TV has already cut the heart out of nighttime radio listening, although it is scarcely two years old, and a glance at any newspaper has already pushed many top AM shows off the air or onto daytime schedules.

"PIB has disclosed that TV network billings have jumped 230% over last year as compared to gains of 9% and 2% for newspapers and farm magazines, respectively—the only media showing any improvement at all.

"Advertisers themselves have offered more business than networks or stations can handle with facilities presently available.

"DuMont happily shares the industry's strong position. This fall will find DuMont's commercial network business up more than 100% over the corresponding figures for a year ago.

"In the month ahead, we intend to continue some lines of endeavor which we think essential to the progress of the medium. For example we think it important that station operators make some money on the commercial programs that they air. We think it important, too, that local and regional advertisers in cities with DuMont affiliates be in a position to utilize audience-building shows. For these reasons, we intend to continue our activity in the co-op field—and, at the opening of the season, plan to have at least 15 cooperative shows, suitable for programming 18 hours of a station's time, available for local sponsorship.

"So, too, we shall endeavor to vary the program fare offered stations and viewers. For example, in view of the fact that at least two networks will be providing variety entertainment on Saturday night, we have elected to offer a divertissement in the way of a sports show from Madison Square Garden and wrestling from Chicago.

"Many stations throughout the country have followed WABD's [New York] lead in daytime programming designed primarily for women. We plan, in the immediate future, to test new formats which we think will make these service programs more helpful to housewives and more appealing to advertisers. In fact, two major department stores are currently negotiating for their sponsorship and will likely have them on the air within a month.

"Daylight hours spell the difference between profit and loss for many stations, so we plan to support their effort in developing audiences and business by providing afternoon schedules. Soon after Labor Day we will extend our 12-to-2 program on to 4 o'clock, while WABD will be on the air from 9:30 a.m. straight through to a late evening sign-off."

* * *

By EDWARD D. MADDEN
Assistant to the President, NBC

"HERE at NBC-TV this fall we will more than triple the records of last year in dollar revenue and we will more than double the number of sponsored hours.

"NBC's gross time sales for the first six months of this year are more than three times our gross for the first half of 1949. Our total is also equal to the combined gross of ABC, CBS and DuMont. While we cannot maintain that unprecedented percentage of the business indefinitely—other video networks will continue to sell time after NBC is sold out—it is a reasonable guess that for the 1950 fall season NBC's gross time sales will be approximately 45% of the combined gross of all the TV networks.

Mr. Madden

"We are expanding our television operations this fall into full-scale afternoon as well as evening programs. The *Ranson Sherman Show*, which had such a successful try-out this summer in the *Kukla, Fran & Ollie* early evening spot, will be placed in the 3-3:30 p.m. Monday through Friday time followed by a big-name program from 3:30-4 p.m. which we hope to announce shortly.

"From 4-5 p.m. Kate Smith will star in a huge daily variety show. Both the Kate Smith and Ranson Sherman programs will be sold in 15-minute and 30-minute segments, making them available to advertisers with budgets too limited to underwrite full video schedules of

(Continued on page 68)

XUM

KMTV

OMAHA, NEBRASKA

announces the
appointment of

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES

as its
national
advertising
representative,

EFFECTIVE SEPTEMBER 1, 1950

Southwest & Northwest

Sales Increase As Audience Grows

TV WILL come to life in the Southwest. Six stations are on the air in four Texas cities, while Tulsa and Oklahoma City each have an outlet.

Biggest market is the Dallas-Fort Worth area, with a concentration of WBAP-TV, WFAA-TV (formerly KBTV) and KRLD-TV in the nearly 1 million-population two-city area. Fast-moving set sales are building the kind of viewing audiences that interest sponsors.

Agencies report that more and more of their local, regional and national clients have plans for heavy—and in many cases, initial—use of TV this fall and winter.

"TV is big business in this region right now," said Buell Herman, manager of the Dallas office of Edward Petry & Co., "and will be bigger business from now on. The interest is greater than I've ever seen it." He described the availability situation as "getting very bad."

KPRC-TV Houston, in a one-station TV market, has been forced to turn down a large number of network offerings because of unavailable time, according to Mr. Herman.

At WBAP-TV Fort Worth, whose second anniversary Sept. 29 also will make television two years old in the Southwest, George Cranston, manager, commented: "TV looks excellent, looks like our best year since we've been in operation."

The Fort Worth station recently began a 2:30 p.m.-to-midnight telecast schedule Monday-Friday, adding considerably to the time on air. "Now it looks like we'll have to make it 1:30 to get more time," Mr. Cranston said.

Local Advertisers

Local advertisers appear to be seizing on TV as a medium for moving goods, supplementing AM. Two large contracts signed at WFAA-TV Dallas bring Sanger Bros. Department Store and Earl Hayes Chevrolet into the picture as daily sponsors on a 52-week basis.

Martin Campbell, manager of WFAA, said: "We've concentrated on selling TV in the last several months, putting more active effort behind it. We've had tremendously encouraging results."

KRLD-TV Dallas, which will mark its first anniversary Dec. 3, also joins in the chorus of optimism.

Clyde Rembert, managing director of KRLD, said, "TV is extremely promising. Growth should continue. This market is a rapidly growing TV market. We're getting considerably more business out of the national field. Local advertisers are becoming very interested in TV."

These TV stations all agree that TV business is in addition to unusually fine AM billings, with interest in AM unslackened.

San Antonio's two stations, WOAI-TV and KEYL (TV), both on the air less than a year, are developing business as set distribution begins to attain numbers.

Joske's, the store "on the Alamo," having explored department-store use of radio effectively, is now determined to exploit TV.

Southwest sponsors with TV plans for regional and "outside" TV markets include such companies as Dr. Pepper, Continental Bus System, Fritos, Airmaid Hosiery, Haggar (slacks) and others.

Through September and October, Dr. Pepper will be making its most concerted use of TV to date in all Texas markets and others throughout the country in conjunction with local bottlers.

Dr. Pepper Films

Film spots featuring football star Doak Walker will promote a Dr. Pepper safety honor roll for boys and girls, with many catchy angles around a school safety campaign.

A. H. Caperton, Dr. Pepper advertising manager, described his company as enthusiastic about its plans for the TV campaign.

Bob Stuart, radio-TV director of Lannan & Sanders, Dallas and Los Angeles, reports that Continental Trailways, a heavy user of AM, has TV under study.

"We believe we'll have some experimental schedules in five or six markets," he said. "We're trying to iron out production problems. It's likely we'll experiment in Fort Worth, Dallas, Houston, San Antonio, possibly on the West Coast, maybe in St. Louis and Kansas City."

Airmaid Hosiery Mills, which recently had an organizational change, will accompany a heavily stepped-up use of AM with a debut in TV in a half-dozen or more markets. Frito Co., Dallas, selling corn chips nationally, is another big AM user going into TV in widely scattered markets.

Philip L. McHugh, radio and television director of Tracy-Locke, Dallas, reports clients including Neuhoff Bros. (meat packer), King Candy and TexTan (belts, billfolds, etc.) with TV schedules for this fall.

Commenting on rates in the region, Mr. McHugh noted: "At a cost per 1,000 impressions basis, in the Southwest TV is one of the most economical buys you can make. On a 312-time basis you can reach 1,000 people in Dallas-Fort Worth area for 55 cents."

Grand Prize Beer, Houston, a Howard Hughes company, recent heavy user of AM in Texas, is also entering TV in the state. TV will be used for the first time this fall by growers in the Tyler, Tex., "rose capital of the world," to sell rose bushes direct by mail in many cities.

Ty-Tex roses will break a campaign the middle of October to run through December in markets including Albuquerque, Richmond, Oklahoma City, Jacksonville, Tulsa, New Orleans, Atlanta, Dallas-Fort Worth, Houston and possibly others. Glenn Advertising is the agency.

Haggar Co., Dallas, said to be the largest manufacturer of slacks for men and boys in the country, is working on plans for starting a large TV campaign in the spring, possibly in 20 markets.

J. B. Taylor, president of J. B. Taylor Inc., Dallas, reports several large TV accounts "in the works" for his clients. His agency has set up a production unit called Taylor Video, now producing television shows due to break in Texas TV markets in 30 to 60 days.

Joe Evans, Fort Worth manager of Free & Peters, observes that while Southwestern budgets are still concentrated in AM, some advertisers "are exploring very rapidly the TV potential nationally."

Frank Brimm, of the Katz Agency, Dallas, said: "We've got a lot of new advertisers that are getting into TV in a small way. Down here it's mostly spot film business. Quite a few are also getting to be a little professional in handling TV."

Mr. Rembert

Mr. Herman

Mr. Kraft

Mr. Feltis

WOAI-TV Film

WOAI-TV San Antonio has announced completion of a 16mm film, "The San Antonio Story," prints of which will soon be distributed to key points throughout the U. S. for showing to national advertisers. Narrated by Newscaster Henry Guerra, the film presents capsule versions of live TV shows originating in the WOAI-TV studios.

Business Booms In One-Outlet Market

ADVERTISERS and agencies are bullish about long-range values of TV in Pacific Northwest though there is only one video outlet in the area—KING-TV Seattle.

Al P. Hunter, KING-TV sales manager, predicts "the biggest year we've ever had," at least 50% higher than last winter. More than twice as many new advertisers, both national and local, are coming into TV, he reported. As of Aug. 1, there were 33,700 sets in the coverage areas, and Mr. Hunter forecast 50,000 by the first of the year, if sets continue to be available. The war threat has stimulated the purchase of sets, but has no discernible effect on television advertising thus far, he said.

The station will carry all home football games of the U. of Washington, under sponsorship of Hoffman Television Inc., through Walter McCreery, Los Angeles. Also in the sports line, Seattle high school games will be telecast, the rights having been purchased from the Seattle School Board by Federal Old Line Insurance Co., Seattle.

Political business has appeared at KING-TV, with some candidates scheduling talks on the theory that this is the closest approach to visiting every voter's home personally.

Romig C. Fuller & Assoc., Seattle agency long active in radio, is going heavily into TV. The agency is placing five programs a week and the trend is upward.

Bank Spots

Starting Aug. 22 on a 26-week schedule, Peoples National Bank is running one-minute TV spots twice a week, with a "friendly service" theme, prepared by the bank's agency, Frederick E. Baker & Assoc., Seattle. "The interesting thing about this innovation," according to Peter Lyman, agency radio-TV director, "is that it represents almost entirely new advertising budget. Television is now included in addition to the bank's regular budget for newspaper, radio and direct mail."

Skyway Luggage Co., Seattle, a national account of the Spencer W. Curtiss Agency, same city, has supplied one-minute silent TV spots to 20 dealers throughout the country. If tests prove successful, Dave Pollock, account executive, indicated, the plan will be extended.

H. O. Stone, secretary of Pacific National Adv. Agency, foresees increasing use of television with no immediate adverse effects on radio schedules. Linden Canning Kitchens, a PNAA account, currently is using two TV shows in Los Angeles, and other accounts are considering the California market. New to Seattle television,

(Continued on page 62)

Fall Business Roundup

TVA ASKS SPLIT

In Petition Filed With NLRB

A TELEVISION AUTHORITY petition to NLRB, splitting jurisdiction claimed into one unit of networks and advertising agencies and another unit of motion picture producers, was filed last week in New York [TELECASTING, Aug. 14].

While the amending petition presumably "cures" certain legal defects of the original petition, NLRB Trial Examiner Sydney Levy has dispatched procedural letters to the networks, agencies and film concerns involved, requesting their individual statements as to the "appropriateness" of the petitioned-for units. Further NLRB action must await replies to these letters.

Other than smoothing the path for settlement of the SAG-TVA jurisdictional controversy through NLRB channels, the petition is not expected to have any immediate effect on the negotiations reportedly continuing outside.

The amending petition specifically excluded musicians from each bargaining unit claimed. Employe jurisdiction petitioned for in both units read:

All persons engaged as talent by any of the above employers on television programs (whether live, filmed, kinescoped, taped, transcribed, or utilizing any other device) and whose performances are rendered either orally, visually, or both.

The network-agency employers unit was described:

Television networks, television stations affiliated with networks, advertising agencies (as agents for and in behalf of sponsors) and/or sponsors producing programs or portions thereof (including commercial messages) for television broadcasting on a network or on a syndicated or multiple station basis, where such programs are broadcast by television in New York, Chicago, or Los Angeles . . .; or any other employers who are now in or may hereafter enter the television field and who may consent to the unit herein requested. ("Network" as used herein refers to two or more television stations.)

Employers within the film unit were described:

Producers of programs or portions thereof (including commercial messages) for television broadcasting; or any other employers who are now in or may hereafter enter the television field and who may consent to the unit herein requested.

SAG in its intelligence report issued to members Sunday (Aug. 27) again reiterated its desire for an NLRB election at the earliest possible date.

Stating that the guild had notified NLRB of its wish to have representation elections for all actors in motion pictures, it asserted that this would speed settlement of the current television dispute with live talent unions. It is the motion picture actors themselves, the guild stated, who must decide whether they wish SAG or a new union, TVA, to represent them in their work in telecast motion pictures.

NLRB elections could be held very shortly, the guild said, unless TV Authority used delaying tactics; in event that the new union does intervene, formal hearings would be held.

TALENT TALKS

SAG Approves Reopening

SCREEN Actors Guild last week reportedly indicated it would not object to a reopening of negotiations between Television Authority and the networks over talent on live shows, nor on simultaneous kinescope recordings of such shows.

Although none of the parties concerned in the negotiations have made them public, it is believed that SAG's approval has removed the initial reluctance of the networks to negotiate before the jurisdictional dispute is settled, and that TVA-network meetings will begin some time in September.

CBS-TV STAFF

Expand Program, Technical

WILLIAM N. ROBSON, Alexis Thurn-Taxis and Jay Gorney have joined the CBS-TV program staff, Program Director Charles Underhill announced last week, along with a list of other staff appointments and promotions.

Mr. Robson has been assigned as producer-writer for *Sure As Fate*, a dramatic series. Mr. Thurn-Taxis and Mr. Gorney will be producers.

Promoted to full directorial status were Lela Swift, Lloyd Gross, Herbert Hirschman, Benedict Magnes, Ted Marvel, Robert Bleyer and George Gould, a CBS-TV technical supervisor.

Newly-appointed as associate directors were Ib Melchior, Sidney Lument, Richard Saunders, Robert Mulligan, Steve Schuer, Saunders Thomas, Jay Martin, Jack Lubell, Frank Musiello, Andrew McCullough, and Frank Harms.

Preparation for Fall

The staff was enlarged in anticipation of expanded network programming this fall, it was announced.

CBS-TV technical operations has added 102 new employes to handle the heavy fall program schedule, Henry Grossman, director of plant operation and construction for CBS, announced. Among those persons added are cameramen, video men, audio men, maintenance men, film men, boom men, dolly pushers, supervisors, lighting and special effects men as well as office workers.

The additional men will provide the network with six new TV operating crews, which brings the total of such crews up to 16. A basic crew consists of a minimum of 10 men—3 cameramen, 2 video men, 1 audio man, 2 boom men, 1 dolly pusher and a crew supervisor who also serves as the switcher.

. . . and consider what television has done and is doing in the Memphis market area.

. . . at the more than 44,000 television homes, ready to be told and sold by you.

. to the line-up of big name stars now being telecast in Memphis over WMCT.

For availabilities, see your nearest Branham representative.

OTHER OUTSTANDING PROGRAMS

Fred Waring	Television Theatre
Break the Bank	Cavalcade of Sports
Arthur Godfrey	Show of Shows
Roberta Quinlan	Voice of Firestone
Hopalong Cassidy	This Is Show Business
Toast of the Town	Sports Features

(These are but a few of the many network and local shows carried by WMCT.)

WMCTelevision

WMC • WMCF • WMCT

National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC

Also affiliated with CBS, ABC and DUMONT

WORLD SERIES

Station Lineup Not Yet Set

TELEVISION'S largest audience will see the 1950 World Series baseball games, as a result of Gillette Safety Razor Co.'s $800,000 purchase of exclusive rights to carry the telecasts on MBS along with aural coverage.

Although the television station lineup for the games had not been set, it was learned that Gillette probably would place the telecasts on NBC-TV, plus the three Mutual stockholder stations.

It was considered doubtful that there would be a repetition of last year's television arrangements. Last year Gillette offered the games to all interconnected TV stations on a pool basis, and most of them accepted the offer despite its unique provision that Gillette paid not a dime for time or facilities.

Resentment against the pool operation on a no-pay no-charge basis was acute, however, and many stations said they would never again agree to participate in giving an advertiser such a free ride again. Gillette commercials were broadcast on all the stations, despite the fact that the stations received no remuneration. On the other hand telecasters in "hot" baseball cities hoped to be given the opportunity to carry the series because of the tremendous viewer interest. Stations not affiliated with NBC in Philadelphia, Detroit, Cleveland and other cities are attempting to make arrangements to telecast the games.

Quadruples '49 Figure

The whopping price paid by Gillette was four times the cost of television rights to last year's series and more than four times the $175,000 at which Gillette already has bought radio rights to the 1950 games. Gillette matched an $800,000 TV bid by the DuMont Television Network, backed by Chevrolet.

The combined price of radio and television rights—$975,000—to the 1950 World Series exceeds the total gate receipts collected at six of the World Series played in the last two decades and is only about $150,000 shy of the total gate for the five-game series in 1949.

For the past two weeks the bidding by Gillette and DuMont steadily boosted the television price until it reached the $800,000 figure. When Gillette, negotiating in conjunction with MBS, matched that bid, DuMont, reportedly with Chevrolet in tow as prospective sponsor, bowed out of the race.

Under a contract which Gillette and Mutual have with organized baseball, the Gillette-Mutual combination has first refusal rights to radio and television for the World Series and is therefore assured of getting the nod as long as it matches any rival bid.

Last year every interconnected television station in the country carried the games, although some of them did so without receiving compensation from the sponsor.

The number of interconnected stations having increased considerably since that time, it is believed improbable that all will carry this year's series. Although Mutual is not a television network, three of its stockholders with TV outlets will be on the Gillette schedule. They are WOR-TV New York, WNAC-TV Boston and WGN-TV Chicago.

Video's Impact on Gate

Telecasting of the 1950 World Series will come at the end of a season in which the TV audience has expanded rapidly. Figures are not available, of course, on TV's impact on attendance at 1950 major league games but the extensive analysis by Jerry N. Jordan [BROADCASTING-TELECASTING, May 22, 29; Aug. 21] shows that game telecasts have not hurt crowds.

The Jordan study shows that in 1949 organized baseball had the second highest year ever recorded. Paid admissions were more than doubled and gate receipts tripled those of 1939 when baseball celebrated its centennial and enjoyed what was then the biggest year in its history.

Writing on TV's impact on admissions, Mr. Jordan said:

"Obviously, the current growth of television has not injured this (major league) attendance total. Fifteen out of the 16 major league clubs were telecast in 1949—some of them for the third straight year. Another 19 minor league clubs could have been seen on video. Twenty-one out of the 34 television areas operating in April (1949) opened with telecasting of baseball, and before the season ended 34 of the 45 areas operating in October carried some baseball television, including the World Series.

"The only non-telecast major league club (Pittsburgh) had a drop in attendance. Fifteen out of 16, including Pittsburgh, gained or lost in relationship to performance. Nowhere is there evidence that television was an important factor. The theory that TV's effect is almost negligible seems substantiated on total attendance figures."

Discussing troubles of minor league clubs, Mr. Jordan wrote: "Television did hurt—but do not forget that the big harm done to minor attendance came when the majors started playing a lot of night games. Before that time, the major league clubs did not compete with the minors for the sports audience at night. The big crowds drawn to major league night games (much larger than day games) are composed partially of fans who formerly spent the evenings watching nearby minor league games. That is a much more powerful factor even than television."

Summarizing, Mr. Jordan found:

"There is a slight drop in attendance among new owners of TV sets that is rapidly offset by longer ownership.

"Minor league teams close to major league telecasts are hurt. This is less than 3% of organized baseball.

"In a year of stable economic conditions, performance is the main determining factor, regardless of TV."

Hits Propaganda Films

SENATE last week passed a resolution, sponsored by Sen. Ed C. Johnson (D-Col.), calling upon U. S. film exhibitors to bar importation of fascist or communist propaganda movies. Resolution, placing the Senate on record as disapproving such exhibition, would apply indirectly to films used for television [TELECASTING, Aug. 21].

CBS' TV CITY

$35 Millions Project in L.A.

PLANS for a CBS proposed television city to be erected at present site of Gilmore Stadium and Hollywood Ball Park at Fairfax Ave. and Beverly Blvd., Los Angeles at estimated cost of $35 million were announced last Wednesday by Howard Meighan, CBS vice president and general executive, West Coast.

Plans to be presented to city zoning commission Sept. 11 call for a "sandwich loaf" structure consisting of three long studio buildings, each 600 ft. long and 150 ft. wide, joined in middle by multi-storied service building; a 13 story administration building. Facing Beverly Blvd., 650 ft. long and 65 ft. deep containing 500,000 sq. ft.; and four smaller office buildings, three facing Fairfax Ave., and one facing Beverly Blvd. to accommodate agents and others allied with the TV center. It is estimated that the center will eventually employ 3,000 people.

Block Purchase Plan

The figure of $35 millions for cost of its TV city does not include cost of 25 acre Gilmore area contracted for by CBS. Plans are to purchase the area in three blocks: first, 15 acres including Gilmore Stadium; second, four acres; third, six acres including Hollywood Stars Baseball Park.

Development of center will require at least seven years, Mr. Meighan revealed, since the Hollywood ball club has a seven years' lease on area. It was believed that construction on the general area would get underway soon, however, inasmuch as the law requires substantial progress within 180 days after a building permit is issued, in order to maintain the permit. Mr. Meighan further stated that it was possible that first studios might be completed by late 1952 or early 1953.

The network will seek a zoning change on Fairfax Ave. below Beverly Blvd. to allow constructions of buildings over 45 ft.; it will further ask for changes in zone requirements calling for buildings to be set back 150 ft.

BOYKIN PRAISE

Lauds NBC's TV Program

CONGRESSIONAL praise is praise indeed, especially when a television program is lauded by a legislator as "captivating" and a means of demonstrating "truly representative government in action."

Those were the sentiments of Rep. Frank W. Boykin (D-Ala.) who counted himself among those "who are fortunate enough to own television sets" in a statement inserted in the *Congressional Record* Aug. 15.

The congressman praised NBC's *Battle Report, Washington*, a series of telecasts presenting top-flight government officials speaking on subjects of vital interest.

VIDEO IMPACT

Houston Ball Figures Up

FURTHER evidence tending to disprove the old canard that television *ipso facto* has an adverse effect on baseball box office receipts has been reflected in comparative 1949-50 attendance figures issued for the Texas League. In fact, TV probably has helped at least one club which gave the medium its blessing.

Houston was one of two clubs showing increases at the season's three-quarter mark—despite the fact it is the only city in the league where all team games were telecast and that the club is reclining in last place. Games were telecast last year when the area boasted only 5,000 sets compared to about 35,000 now, according to KPRC-TV, owned and operated by the Houston Post Co.

The station also pointed out that largest attendance drops were recorded for Shreveport and San Antonio, where no baseball telecasts are permitted. Tulsa, which also allows no TV, showed nearly a 30,000 loss. Fort Worth and Dallas, permitting partial television, had losses of 15,000 and 60,000 respectively at the three-quarter mark.

Daytime Television?

What's New in Television?

Take a Look at WPTZ!

It's Healthy, Helpful and Here!

OUR DAYTIME PULSE* is rising rapidly, but our show doctors say it's going even higher—and they're delighted about it.

WPTZ's "*Hollywood Playhouse*" program now has a Pulse rating over three times higher than that of any regularly scheduled daytime program on any other Philadelphia station. In fact, we believe it's the highest rated daytime show in television.

Frankly, we expect it to go even higher, for "*Hollywood Playhouse*" has increased its Pulse rating every month it has been on the air, come rain, heat or holidays.

Here at WPTZ, however, we didn't put all our eggs in one basket. Although the SRO sign is out for "*Hollywood Playhouse*," there are other fine daytime shows still available for sponsorship.

For instance, an expertly produced script show is all filmed and waiting to go on the air for a smart sponsor who wants to capture a large segment of the women buyers in Philadelphia. It's a true television version of the serial shows which did so much to establish daytime radio. The cost is low, but the ratings will be high.

We also are readying other programs for sponsorship. Don't wait until the "sold out" sign goes up. Give us a call here at WPTZ, or see your NBC Spot Sales representative for complete details about the programs available on WPTZ, Philadelphia's first television station.

**Check any other service as well. The figures probably are much higher.*

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building **Philadelphia 3, Penna.**

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

WORLDWIDE TV PACT Seen By State Dept.

WORLDWIDE agreement on standardization of television line and frame rates, a common "line scan frequency," would be the first step toward international exchange of TV recorded and some "live" programs, and would eliminate fear of some nations that standards may become "obsolete" in a few years, an official State Dept. report emphasized last week.

Issuance of the report came shortly before an announcement in London that the first television program across the English Channel—from Calais to London—was scheduled for Sunday. A variety show originating in the French city was to be picked up by a receiver on a mast at the British port of Dover and relayed to London via two mobile transmitter stations. Total distince: 95 miles.

The State Dept.'s views on international exchange of TV programs were expressed by the department's Office of Public Affairs in the August review of *Economic and Social Problems in the United Nations*, which said:

"The tremendous strides in television have been accompanied by an increased awareness of the effectiveness of this medium for the exchange of information on a worldwide basis. The first step in accomplishing this must be the establishment of international television standards."

The State Dept. report traced the history of the International Radio Consultative Committee (CCIR), a permanent study group (No. 11) under the International Telecommunications Union. Committee currently is studying the characteristics of the various proposals—for 525, 625 and 819 line systems—and is slated to present its recommendations to the CCIR plenary session early next year.

U. S. Support

U. S. support for adoption of a common "line scan frequency," which would achieve compatibility between the 525-line, 30-frame system of the U. S., and the 625-line, 25-frame standard advocated by most European countries, had been pledged in a CCIR committee session in London [TELECASTING, July 10].

It also was pointed out that seven European nations have agreed among themselves to adopt a 7-mc bandwidth with 625 lines and 25 frames in their respective countries. They were Belgium, Italy, Denmark, the Netherlands, Austria, Sweden and Switzerland.

Meanwhile, the State Dept. Telecommunications Policy Staff maintains contact with U. S. embassies in various countries to keep abreast of any changes which foreign governments may dictate on matters relating to television standards.

Countries which now are either using, contemplating or conducting research on 525 lines include, in addition to the United States, Canada, Mexico, Cuba and the USSR.

The Soviet Union, according to commercial and other sources, has a television system (probably based on 525 lines) in operation in Moscow, but the Russians reportedly are experimenting with 819 lines.

The Canadian Broadcasting Corp. has ordered television equipment from the United Kingdom for Montreal and Toronto to be built to standards of 525 lines and 30 frames.

Mexico City, which has a new TV broadcasting outlet (XHTV), plans to begin program telecasts Sept. 1 based on standards of 525 lines, 30 frames. Cuba, which adopted TV regulations last January, also has a station in operation.

In Europe the United Kingdom, sole advocate of the 405-line, 25 frame system, has declared it will not alter its standards, and added that it has a special arrangement with France to exchange programs on that system.

France's system of 819 lines, 25 frames, was standardized by Presidential proclamation.

In Belgium there were reports of controversy over the 625 and 819 line standards.

Italy, which backed the 625-line system at London, has purchased two TV stations from General Electric (for Turin and Milan), both set for 525 lines and now operating experimentally. Country is expected to select a system momentarily. Its officials have been broached by the United Kingdom and France to adopt their standards.

CANADA OUTLOOK

Advertisers View U. S. Outlets

WHILE THERE is yet no TV station operating in Canada, advertisers are showing increasing interest in the new medium, some to the extent of taking time on U.S. TV stations. Meanwhile, plans for commercial TV in Canada are not yet formulated.

Commercial TV plans depend on two factors: First, Canadian radio industry is awaiting the report of the Royal Commission on Arts, Letters & Sciences, headed by Hon. Vincent Massey, former Canadian minister to Washington. The commission has been hearing, among other subjects, the pros and cons of commercial AM, FM radio and TV from all kinds of people throughout Canada. The commission has the government-appointed task of recommending a broadcasting and telecasting policy for the next few decades. Its report is due in October or November.

The second factor will be the interpretation and legislative action taken on the report by the Canadian Parliament and the subsequent regulations by the Canadian Broadcasting Corp., which under present legislation rules all Canadian broadcasting and telecasting.

Whether independent stations will be given the green light on TV installations will depend on the Royal Commission's recommendations. Currently Parliament has authorized the CBC to license independent TV stations, but has so hedged its authorization with paternalism that no independent stations are willing to operate under the plan.

The government's current plan is to authorize one independent station in a city, suggesting that all those interested in TV pool their resources for the immediate future in one station, and later split up to form separate stations. This plan has been turned down by Toronto station and moving picture interests. It has been given lukewarm reception by Montreal stations, but nowhere else. Result is that no independent TV stations have been licensed.

CBC has started building two stations, one at Montreal and one at Toronto, which are to be ready in September 1951. It has a staff of producers and engineers on the job planning programs. It plans a link transmitter at Ottawa, another at Hamilton where it turned down the application for the only channel applied for by CHML Hamilton. But CBC plans have not yet jelled as far as commercial TV is concerned. As one commercial division top executive told TELECASTING: "We could be sold out on commercial programs. It would need a Solomon to allot program time, according to the number of applications we have for time."

Time Wanted

Numerous Canadian advertisers want time on Canadian TV. This includes some who have never been on radio, including some of Canada's big banks. Canadian advertising agencies are being swamped with inquiries for TV time, and some have gone so far as to set up TV departments. A couple of Canadian advertisers have decided to take advantage of the many TV receivers in the border areas and have bought time on nearby U.S. stations to appeal to Canadian buyers, as well as American buyers who come to Canada as tourists. Every week some Canadian agency executive, station owner, or program executive is off to New York to study TV developments.

But to date there is no Canadian TV, though advertisers and viewers are ready and capital is just waiting for the go ahead on station licenses.

Northwest

(Continued from page 58)

Mr. Sandiford

Mr. Stan

among the Pacific National a counts in the year ahead, wil Sherman Clay (musical instr ments) and Bacchus Luggage.

Unlike most other agency ex ecutives in the Northwest, W. Sandiford, account executive charge of radio activities for M Wilkins, Cole & Weber, Seattl Portland, sees television takin radio money not only in the futur but right now.

The agency has stepped up its use of TV for clients about 25% over last year, with Fahey-Brock man (men's clothes) and Buchan Bread relatively new to the medium, and Sunny Jim Produc Co. (food processors) currently developing video plans.

Floyd Flint, J. Walter Thompson Co., Seattle, account executive for the Washington State Appl Commission, forecast tentatively that the account will be using more radio and television this fall. The decisions are not definite, however.

Among department stores, The Bon Marche will continue to put most of its eggs in the television basket, on the same budget as in the recent past, with radio secondary. The store would continue its substantial advertising program even if shortages develop in some lines, according to Henry Ross, sales manager.

Department Store Plans

Frederick & Nelson, Seattle affiliate of Marshall Field Co., has extensive radio and television plans growing out of its physical expansion program, but they are on the shelf at the moment with only the long-established *Concert Hour* on AM continuing. C. J. Byrne, the store's sales promotion manager, indicated that it would be next spring or later before the big promotion efforts are started.

Seattle Gas Co., a client of Honig-Cooper, Seattle, recently started participations on a women's television show, and Warrren E. Kraft, agency vice president and Seattle manager, foresees other accounts moving into the medium in the year ahead.

That television business generally is bright is indicated by the disclosure at the NAB District 17 meeting in Seattle Aug. 15 that KING-TV will go to a seven-day program schedule in the fall. At the same time, Hugh M. Feltis, station manager, noted a shift in emphasis from network film to local live programming.

L.A. PRODUCTION

Boyd Maps 'Leadership' Role

HOLLYWOOD is to assume video production leadership, despite relation from the coaxial cable, it ust develop two different kinds television program products, de-ared Nal Boyd, partner in PRB . (radio-television packager) at meeting of the Hollywood Adver-ing Club Aug. 21.

"Budgets must be set up with an e to whether a program is strict-local or is a good bet nationally," e stated. If the latter, the pro-am should in most cases be filmed sent East for transmission by ble; if local, the program should re economical format, such as udience participation, simple vari-y or musical, rather than drama-e which requires expensive sets, earsals and costly original ripts or adaptations.

Established names, he continued, uld be "foolish" to participate "drastically low" salaries on al programs. Such top talent st be channeled into television n series or, for the time being, live shows from New York.

Similarly, he stated it is not und business management to de-lop in the isolated Los Angeles rket TV adaptations of impor-ant motion picture and literary perties. "These should be aced on permanent TV film series r national syndication or pro-ced for growing audience of the ble."

SALES JUMP

300% Laid to DuMont Show

AN INCREASE of 300% in sales and 15% in retail outlets last week was credited exclusively to a Du-Mont network show, *Magic Cottage*, Mon., Tues., Thurs., Fri., 6:30-7 p.m., by the maker of Cocoa Marsh, a chocolate syrup.

Last April, after the show had been on the air only a month, according to Malcolm T. Taylor, board chairman of Taylor-Reed, Glenbrook, Conn., which makes the syrup, sales jumped 250% as compared to the monthly average for the three preceding years. In the five months since then, he said, sales have risen to 300% and retail outlets 15%.

Mr. Taylor explained the success of the show, which is aimed at the juvenile market, by the ability of the cast's Pat Meikle to persuade her young viewers to drink the product along with her, when she drinks it as part of the show. Parents are pleased to find a method for getting children to drink milk, and they boost it, he said.

SYMONDS, MacKenzie & Co., Chicago, has designed Smith "Tele-Lite," lamp for reflection-free illumination while watching TV.

INTERNATIONAL TV

'Voice and Vision' No Idle Dream—Sarnoff

INTERNATIONAL television, which would expand State Dept.'s overseas radio information program into a Voice and Vision of America, is "no idle dream" and is, in fact, much nearer fruition than many people realize, according to Brig. Gen. David Sarnoff, chairman of the board of RCA.

Pointing out that the U. S. already knows the "scientific principles for linking the hemispheres by television," Gen. Sarnoff said "this development will prove to be one of the most revolutionary advances that science has ever offered mankind."

The RCA board chairman's views are expressed in a by-lined article slated to appear in the Sept. 12 issue of *Look* magazine under the title, "Our Next Frontier . . . Transoceanic TV."

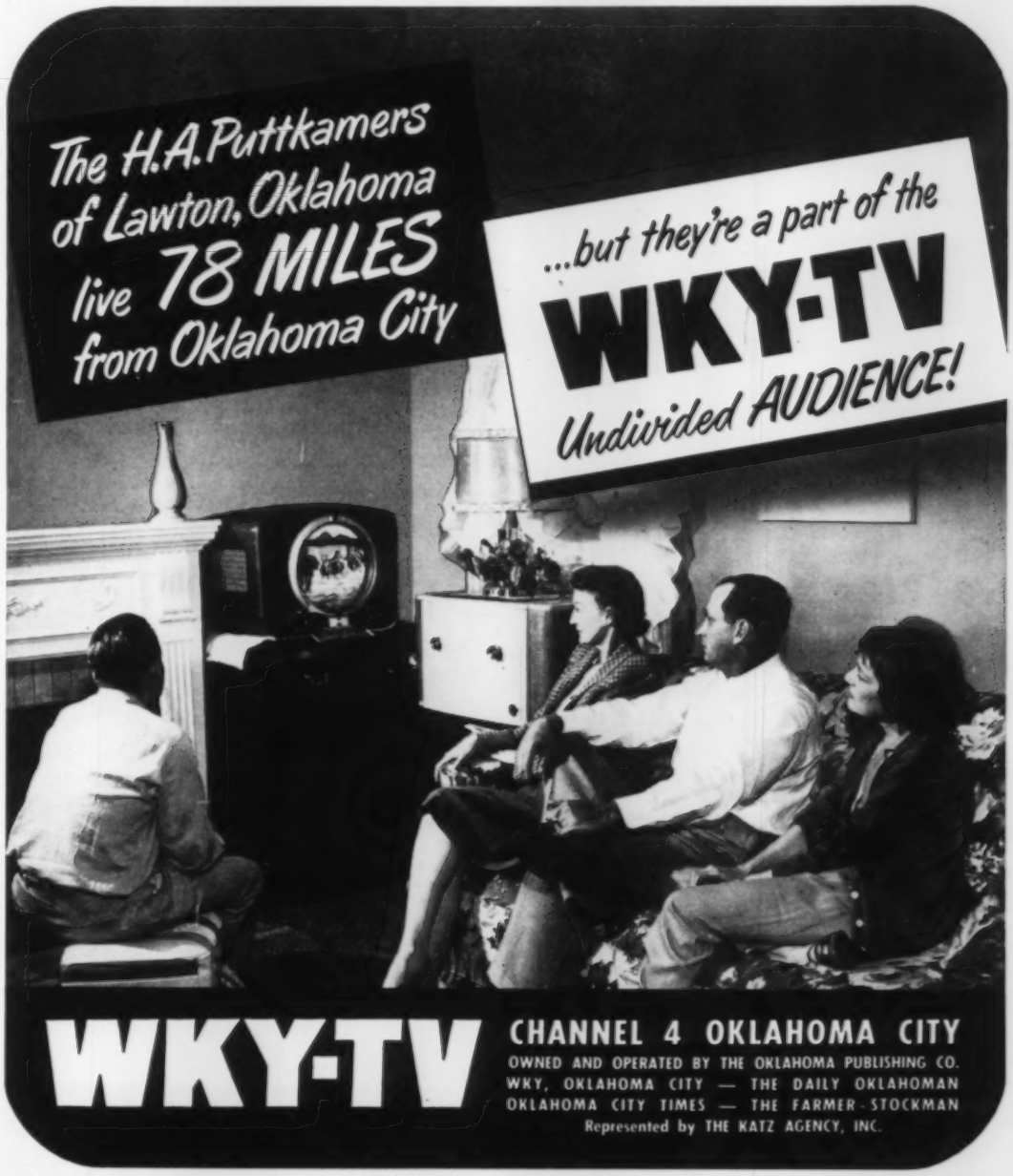
Citing a proposal by Sen. Karl Mundt (R-S. D.) that the U. S. establish a TV network in Europe and Asia comprising community TV receivers, Gen. Sarnoff stated:

> The range of television signals is at present limited. . . . Several methods for meeting this problem already are known. One is to equip transoceanic planes with microwave radio-relay apparatus which could operate automatically. . . .This system might be called a "radio air lift."
>
> Another method would be to provide a coaxial cable across the ocean. Such radio-air lifts or coaxial cables could carry not only television programs but many ordinary telephone conversations, "ultrafax" or high-speed telegraph communications. . . . All these could be transmitted simultaneously. While such services are not yet in existence, I have no doubt about their ultimate practicability.

Gen. Sarnoff, appearing before a Senate Foreign Relations subcommittee on a resolution to expand the Voice of America, testified that he had submitted a plan looking toward "development and establishment of a radio bridge" to span the oceans [BROADCASTING, July 10].

Red Feather Drive

CHICAGO's 1950 Community Fund campaign has named a special television committee to organize time and talent in behalf of the Red Feather Fund drive. Hal Rorke, radio and television director at J. Walter Thompson Co., is chairman of the group, which includes Jules Herbuveaux, TV manager at NBC Chicago; Fred Killian, program director, ABC-TV; Ted Weber, WGN-TV sales; Irvin J. Wagner, TV producer, and John Mitchell, manager, WBKB (TV).


The H.A. Puttkamers of Lawton, Oklahoma live 78 MILES from Oklahoma City
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WKY-TV
Undivided AUDIENCE!
WKY-TV
CHANNEL 4 OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
WKY, OKLAHOMA CITY — THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES — THE FARMER-STOCKMAN
Represented by THE KATZ AGENCY, INC.

Station KRLD TV DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
65,681
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

TV Owners Plan Second Set

(Report 126)

MORE THAN 30% of TV families are thinking of buying a second set for their homes, according to a survey conducted for John Meck Industries and Scott Radio Labs in Chicago. Seven per cent report they will definitely buy another set, and 3.6% already have two or more sets.

Although 38.5% of TV owners have a 10-inch tube, 46.1% said they would buy a 16-inch set the next time. Comparisons of tube sizes now owned and the size wanted in the next set follow.

Tube Size	Now Owned	Wanted In Future
7-inch	4.4%	.....
10-inch	38.5%	1.23%
12½-inch	32.4%	12.27%
14-inch	1.6%	7.16%
15-inch	1.1%	.....
16-inch	17.6%	46.1%
17-inch	....	1.64%
19-inch	2.75%	16.3%
21-inch	.....	4.1%
30-inch	.....	1.34%
Projection	.....	.5%
No Answer	1.65%	.....
No Decision	.....	9.36%

Among families reporting they do not want to buy another set, five gave as the reason the waiting period for color. Families queried owned sets an average of 15.1 months, according to the Philip Lesly Co., Chicago public relations firm which conducted the study.

* * *

WCBS-TV Increases Basic Rates 25%

WCBS-TV New York last week raised its basic rates 25%, effective next Sept. 1. Basic rate under the new card will be $2,500 per nighttime hour, compared with $2,000 at present rates. G. Richard Swift, WCBS-TV general manager, said that television families in the station's area had increased 40% since the present rates were set six months ago.

"Consequently," Mr. Swift said, "rate card No. 8 (the new one), while increasing station time rates generally, actually offers advertisers a lower cost-per-thousand circulation than did rate card No. 7 at time of issuance."

* * *

UN Council Attracts Large TV Audiences

WITH ratings from 10 to 20 for United Nations Security Council telecasts, American Research Bureau found *Toast of the Town* at the top of August television in New York and Philadelphia. *Original Amateur Hour* leads Chicago video stations.

Starting in October, ARB will provide monthly TV audience reports covering the entire United States, including both urban and rural viewing. These will be in addition to regular city reports.

August TV survey shows *Stage Coach*, *Film Theatre*, *Jack Haley Show* and *Children's Hour* ranging from second to fifth in New York; *Cavalcade of Stars*, *Film Playhouse*, *TV Teen Club* and Philadelphia baseball in Philadelphia; *Kraft TV Theatre*, *Toast of the Town*, *Break the Bank* and *Motion Picture Academy* in Chicago.

* * *

ABC Contracts For Telefex Service

ARRANGEMENTS by ABC for the use of the Telefex rear screen projection service, which provides still or moving backgrounds for live TV shows, at WJZ-TV New York and WENR-TV Chicago in the fall, were announced last week by James McNaughton, ABC-TV art director.

The equipment contracted for includes Telefex still projectors, Bell & Howell 16mm moving picture projectors, visual-cast special effect projectors 9x1 and 12x18 for translucent screens and a large library of slides, process backgrounds and moving backgrounds. Telefex, of Culver City, Calif., has provided backgrounds for 298 different telecasts.

* * *

Sunbeam Campaign

SUNBEAM CORP., Chicago, for its appliances, will begin a video spot campaign in about 35 markets next month through Perrin-Paus Agency, same city. Availabilities are being sought now.

Weekly Television Summary— August 28, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,550
Ames	WOI-TV	12,298
Atlanta	WAGA-TV, WSB-TV	52,325
Baltimore	WAAM, WBAL-TV, WMAR-TV	191,515
Binghamton	WNBF-TV	18,650
Birmingham	WAFM-TV, WBRC-TV	17,500
Bloomington	WTTV	7,600
Boston	WBZ-TV, WNAC-TV	447,005
Buffalo	WBEN-TV	110,251
Charlotte	WBTV	22,218
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	536,895
Cincinnati	WCPO-TV, WKRC-TV, WLWT	153,000
Cleveland	WEWS, WNBK, WXEL	260,185
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	65,681
Davenport	WOC-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	282,357
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	65,681
Grand Rapids	WLAV-TV	43,055
Greensboro	WFMY-TV	15,458
Houston	KPRC-TV	33,679
Huntington-Charleston	WSAZ-TV	18,230
Indianapolis	WFBM-TV	69,000
Jacksonville	WMBR-TV	12,000
Johnstown	WJAC-TV	26,500
Kalamazoo-Battle Creek	WKZO-TV	34,048
Kansas City	WDAF-TV	42,107
Lancaster *	WGAL-TV	54,435
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	642,897
Louisville	WAVE-TV, WHAS-TV	39,075
Memphis	WMCT	44,211
Miami	WTVJ	33,900
Milwaukee	WTMJ-TV	129,066
Minn.-St. Paul	KSTP-TV, WTCN-TV	105,118
Nashville	.....	1,500
New Haven	WNHC-TV	90,300
New Orleans	WDSU-TV	30,000
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,500,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	33,420
Oklahoma City	WKY-TV	36,900
Omaha	KMTV, WOW-TV	79,577
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	540,000
Phoenix	KPHO-TV	14,000
Pittsburgh	WDTV	130,000
Portland, Ore.	.....	900
Providence	WJAR-TV	71,000
Richmond	WTVR	38,975
Rochester	WHAM-TV	45,900
Rock Island	WHBF-TV	16,210
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	21,000
San Antonio	KEYL, WOAI-TV	24,150
San Diego	KFMB-TV	48,500
San Francisco	KGO-TV, KPIX, KRON-TV	74,850
Schenectady Albany-Troy	WRGB	90,300
Seattle	KING-TV	33,100
St. Louis	KSD-TV	162,500
Syracuse	WHEN, WSYR-TV	56,257
Toledo	WSPD-TV	51,000
Tulsa	KOTV	36,675
Utica-Rome	WKTV	21,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	150,225
Wilmington	WDEL-TV	40,087

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,162,586

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.

WHIO-TV

Dayton's *FIRST TV* Station

"What do you mean 'Musical Chairs'?"

• You know . . . the game of musical chairs? Well, finding time for sponsors on WHIO-TV this fall has been something like that. Seems we have more advertisers who want to use WHIO-TV than we have time available.

So, Mr. TV Time Buyer, if you plan to include WHIO-TV, Dayton's FIRST Television Station, on your TV program station list this fall, may we suggest that you make a dash right now for the nearest office of our national representative . . . The George P. Hollingbery Company?

Represented Nationally by The George P. Hollingbery Co.

CHANNEL 13

whio-tv AM FM

DAYTON, OHIO

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

Chicago

(Continued from page 54)

stations are authorized, what can be done to alleviate the monopolistic position stations now on the air will find themselves enjoying?

These are just a few of the hard-to-answer questions manufacturers are asking.

Agencies, buying almost any kind of availabilities for eager clients, show little reluctance to pay the high cost of television as contrasted with radio. They are willing to pay more per impression, yet at the same time they see circulation climbing at a fantastic rate and cost-per-thousand going down. Some clients, however, are scheduling their advertising campaigns with less abandon than last year and few campaigns extend past early 1951.

Advertisers are turning increasingly to the concept of all-round entertainment shows for daytime viewing, negating the theory that only how-to-do-it shows for women are commercially feasible during the day. Radio, which has had a pretty clear field during the daytime in the past year, thus has another challenge to face this fall. Clients are asking for idea shows rather than humdrum variety programs, with formats built to specifications of television and not compiled from entertainment techniques used in other forms of show business.

Stations and networks, confronted with complete unionization of television, are dreading the complexities which will accompany the advent of Television Authority, but hope the group will help bring order out of chaos. Faced with the loss of competent key personnel because of the war crisis, managers are beginning to think of women for these jobs, of replacing single men of draftable status with older persons, and of doubling up on executive positions.

'Greatest Medium'

Despite drawbacks to the immediate fulfillment of television as an advertising medium, "nothing can stop it from becoming the greatest of all media in the history of the world," in the opinion of John H. Norton Jr., Central Division vice president of ABC, which operates WENR-AM-TV.

"Television is hot, it's terrific, and there won't be enough time come Oct. 1. to begin to satisfy the demand from advertisers and agencies. Television has everything which any and all other media have," he asserts, but predicts a trend back to "normal and intelligent thinking" regarding the medium. Anticipating heavy billings in the coming year for national and local spot, Mr. Norton said WENR-TV in the local TV field "is setting new billing records every month."

Although "radio is holding up admirably," television is "way up," says I. E. Showerman, vice president in charge of NBC Chicago and manager of WMAQ (AM) and WNBQ (TV). "Nobody dreamed of the tremendous growth of television in his wildest imagination," he said.

Mr. Showerman, reporting time is sold solid on WNBQ from 4 p.m. until midnight, will launch a daytime schedule for the station "within 90 days." WNBQ will carry net-

Mr. Showerman

Mr. Chartoc

work shows from 2 to 4 p.m. and block in local programming back to 9 a.m. before next spring. WNBQ may also "go past midnight," Mr. Showerman said, "as we see strong possibilities for selling shows between midnight and 1 a.m."

He will continue to concentrate on news shows, in both radio and television, "as we figure news interest is up 75% at least because of the Korean war."

Radio Still Needed

Radio, "a habit which is part of living and of life," may fill a different need now because of the inroads of television, but it will still fill a need, in the opinion of Roy McLaughlin, commercial manager of WENR-AM-TV. "Television will have to operate essentially as an entertainment medium, with radio giving entertainment plus enlightenment and education." He believes panel discussion and news shows, for example can be broadcast to best advantages by radio. "Radio has a flexibility, an ease and speed, which video cannot equal."

"By the time the fall season gets underway, there will be no availabilities whatsoever on WGN-TV," reports William A. McGuineas, commercial manager of the *Chicago Tribune* station, which is affiliated with DuMont. "And this means daytime as well as nighttime." He deplored the fact that Chicago department stores "are still behind the parade when it comes to radio and television."

Because there is an acute lack of time on television, and yet agencies and sponsors are clamoring for shows, the inevitable solution is for stations to open up program periods according to Cy Wagner, manager of the television and radio department of Mutual Entertainment Agency. His department, which was founded by Vice President Jack Russell, packages video and radio shows and also handles talent for both media.

Another packager producing both radio and video shows is Walter Schwimmer, president of Radio Features. He sees "a real demand for TV package shows, but only in major markets with three or more stations. Other areas are not equipped to handle such programs, because they carry the full network schedule and have little local time available." Mr. Schwimmer plans eventually to go into packaging of television shows on film, "but this is still a couple of years away."

One of the musts in video packaging is to fit a show to the client's needs, rather than to sell any packages to any buyer, in the opinion of Shep Chartoc, partner in Chartoc-Cole Productions. His solution for the client who cannot afford an entire show locally is development of participation programs, or quarter-hour segments in a one-hour show. He sees a bright future for daytime video shows, based along entertainment rather than "domestic" lines.

See Spot Increase

A sampling of station representatives polled expressed the conviction that local and national spot for AM as well as TV will have increased billing this year. Many representatives see television money being diverted to radio when availabilities are sold.

Sam Digges, Chicago sales manager for CBS Radio Sales' TV division, reports that "television is a better buy day by day, despite increased time, talent and production costs, because cost-per-thousand is going down." Mr. Digges foresees the trend of stations to open up more daytime and late evening time. He reported hearing "some unbelievable success stories on television shows aired after midnight."

Mr. Digges believes daytime video programming will center on solid, all-family entertainment rather than on formats designed primarily for the housewife. All television time, he predicts, "will be extremely productive for the advertiser, whether network or local, spot or program."

One of the main pointers to good business in the fall is the fact that "there have been only a couple of weeks this summer when there wasn't a lot brewing," according to Jerry Glynn, Chicago manager of the Walker Co. Pointing out that "99% of the TV time for [illegible] is gone" he sees many clients [illegible] out time contracts or options [illegible] verting their money into [illegible] radio spot. A local station, in order to get business, "will have to do a good merchandising and promotion job," Mr. Glynn observed. "It doesn't matter if this is free or paid, but the buying of a program or spots does require a follow-through. Agencies and clients are demanding this kind of service."

Business "now on the books" of John Blair & Co. indicates the firm's midwestern volume this year "will exceed that of the past five years in almost the same proportion as our national volume," Mr. Blair said. "We are delighted to see that certain midwestern advertisers who have eliminated network radio because of television competition are channelling a substantial portion of this money into the national spot field."

Increased business was reported also by Tom Peterson, manager of the Taylor Co. He said Chicago billings for the first six months are up 35% over last year, "and would be even higher if we could find availabilities." Mr. Peterson said spots are "very active in cities without television," and attributed only one cancellation to the war.

This fall will be "the biggest in spot radio's history," said Lloyd Griffin, Chicago manager of Free & Peters. He lauded advertisers and account executives who "are learning how to use spot on a national basis or to concentrate in selected sales areas." He reported many new accounts going into radio and TV spot.

Hollingbery Views

George P. Hollingbery, president of the company of the same name, commented that the "agency business has been awfully good since the war, but the big ones and small ones alike are now tightening their belts and looking for the most profitable medium. They have discovered there is a lot of lost motion and added work to preparing black-and-white advertising, and find that spot advertising is the most profitable from the agency standpoint."

Agency men continue in their efforts to remain unbiased when it comes to choice of media for solution to a client's sales and distribution problems. Finding it difficult, however, to refute the facts of television and its impact on consumers, many agency men have gone all out in favor of the new medium.

Fairfax Cone, board chairman of Foote, Cone & Belding, terms TV "the greatest medium ever developed." He qualifies this, however, saying, "You can't substitute it 100% for radio because of its regional nature." He expressed hope the Korean war "would not hinder television's expansion at a reasonable rate. Every one of our advertisers has planned on the continuing growth of television homes, looking toward an approach to na-

TV Aids Paper

AIMED at expanding its pictorial news coverage, the Baltimore *News-Post*, newspaper affiliate of WBAL-TV, has installed a television set in its editorial department, according to Aldine Bird, *News-Post* radio and television editor. The paper's staff cameramen "cover" out-of-town news events by shooting photos of images appearing on the receiver's screen. When the UN Security Council resumed meetings, the paper used a front-page picture of Jacob A. Malik taken from WBAL-TV's telecast of the sessions from NBC.

nal coverage by the middle of 952."

Mr. Cone reported that "almost ll of the money being spent for levision is new money to adver sing, and is not being taken away om other media." He said FC&B ill see "a tremendous expansion radio and TV this fall, and bill gs for the Chicago office will hit an all-time high." He disagreed ith many who believe the trend s toward national spot from net work, saying "there is more net work out of our Chicago office than er before."

"TV is definitely it, and radio ill take a secondary part," says win A. Olian, president, Olian dvertising. He sees radio billings going down "in all cases," and re orts more than a dozen video ac ounts in his agency today, con rasted with "two or three" last ear.

Mr. Olian finds a trend in mar kets like Chicago and St. Louis where the agency also maintains n office) for clients to divert part f the money used in other media— ncluding radio—to television. Be ause of incomplete TV coverage atterns, however, "a regional day time advertiser has to use AM, but uch clients are all anxious to get nto TV," he said.

Both radio and television will xperience a slight overall increase n billing this fall at Leo Burnett Agency, said Chief Timebuyer Al Eisenmenger. "Our lines are pretty ell set for fall, and nothing seri us has developed in the movement f consumer goods. It *is* a time for more economical buying, which to us means stronger evaluation in selection of markets."

Because Roche, Williams & Cleary, Chicago, "has approached TV cautiously, without plunging before knowing the depth and ramifications of the medium, we can report very gratifying results," said Radio and Television Director Phil Stewart. "The automobile, for example, is a wonderful product for TV advertising." Roche, Williams & Cleary has the Studebaker account, "which gives us a good chance to see if there is any slowdown because of the war. There isn't, and cars are still coming through on schedule!"

Nesco Success

Mr. Stewart has determined "excellent response" to a series of one-minute spots for Nesco roasters. Diamond T Trucks, now using spot on WNBQ (TV) Chicago only, plans expansion to selected markets. Studebaker, which has AM spots in 97 markets, is looking for a national video show. In the meantime, local dealers are using spots.

At least 17 video accounts are being billed out of the Chicago office of Ruthrauff & Ryan. A. E. Staley Co. (starch) began a test of 22 eight-second spots weekly on five Los Angeles stations Aug. 17. Acrobat Shoe Co., a division of General Shoe, inaugurated *Acrobat Ranch* on ABC-TV Saturday mornings 10:30-11 (CDT) in Chicago Aug. 19, and Ken-L-Ration (division of Quaker Oats) has bought 13-week spot schedules in Washington, Chicago, Boston and Los Angeles, which will be extended. Ken-L-Ration is also thinking of buying a network show.

Series of local shows is being considered by Dr. Pepper, which uses regional spots in its South and Southwest distribution area. Red Top Beer orders participations, commercials and wrestling on the Crosley trio—WLWD (TV) Dayton, WLWC (TV) Columbus and WLWT (TV) Cincinnati. Sperti Sun Lamps is expected to begin a series of spots in October, and Heet contemplates winter spot schedules plus minute-movies in national markets. Baldwin Piano Co. will soon move into a test of video spot, and Krank's shaving cream continues its eight-second and minute commercials in Chicago only. Morris B. Sachs, Chicago clothier, has a 52-week contract for simulcasting of the *Sachs Amateur Hour* on WENR-AM-TV Chicago, Sunday, 12:30 to 1:30 p.m.

Sees Billings Up

Jim Shelby, radio and television director of McCann-Erickson, believes "most agencies who went into television with their feet on the ground have increased their TV billing tremendously. They are more apt to listen and plan carefully before buying," he said. Mr. Shelby, who has seven key men on his staff, notes that public interest in television has not diminished and "all our clients are still talking TV."

Mr. Keck

Standard Oil of Indiana, the agency's largest user of broadcasting media in Chicago, brings the *Wayne King Show* back Aug. 31 to an NBC-TV split network. The firm will sponsor the *Chicago Bears Quarterback Club* on WBKB (TV) Chicago from Sept. 19 for a half-hour weekly, and is looking for other football schedules. In radio, Standard Oil has bought 180 newscasts weekly in its 14-state Midwest distribution area, 70 university football games and games of the Chicago Bears.

Swift & Co. continues with its portion of the *Breakfast Club* on ABC, and Hyde Park Beer may use radio as well as video spot in the fall. TV plans for Ray-O-Vac batteries have been halted because zinc and brass are going to the government for war production. Allied Vans, which has used radio in the past, is thinking of going into TV spot.

Because TV spot announcements "at night are hard to get, we grab up availabilities as soon as we hear of them, and are, consequently, buying all the time," said Marion Reuter, timebuyer at Young & Rubicam. She expects to buy more afternoon television, as was done with O'Cedar (mops) when nighttime was unavailable. "We see a lot more activity this year in television, but radio has been busy too."

Purity Bakeries, for Taystee bread and Grennan cakes, is the agency's largest spot account out of Chicago. New video markets will be added this fall. O'Cedar will also buy TV. Rath Packing Co. will continue spot radio in the Midwest. Schlitz Brewing Co. returns Sept. 13 with *Halls of Ivy* on NBC, and will begin its telecast of Pulitzer Prize plays on ABC-TV this fall.

Television business is "up substantially, and will continue to go up," in the opinion of Arthur Holland, owner of Malcolm-Howard Agency. He reports all of the agency's clients are taking a short-range view when it comes to length of contracts. "We are planning for the balance of 1950 and early '51, but certainly not beyond that."

All Schwimmer & Scott schedules are "up materially, and our billing is running about 30% ahead of last year although we have about the same number of accounts," according to Jack Scott, president and treasurer. S&S, which reportedly handles more radio and television than any other exclusively local agency in the country, has 40 radio and television accounts, divided equally among radio, television and a combination of both.

JWT Business

Most of the fall radio and TV business for clients of J. Walter Thompson Co. is still in the latter stage of mulling, reports Hal Rorke, radio and television director. Actual business contracted for, however, includes *Kraft Television Theatre* on NBC-TV for Kraft Foods, spots for Elgin and several Swift products, and *Gene Autry* films in 14 markets for Brach Candy Co.

Scott Keck, radio-TV director of Henri, Hurst & McDonald, finds "a tremendous interest in television by all advertisers." He adds, "We have had consistently outstanding results." Weatherbird Shoes, which sponsors a half-hour of *Super Circus* on ABC-TV every other week, expands the number of outlets from 13 to 42. Poll Parrot Shoes adds 18 kinescope markets to the lineup of 32 live stations for its quarter-hour segment of *Howdy Doody* on NBC-TV, while Red Goose Shoes adds eight markets for hour-long Saturday morning movies for children. Chuckles (candy), with *Bar 5 Ranch* on WENR-TV Chicago, will place video participations in New York, Chicago, Cleveland and Detroit. Ballard & Ballard (milling) has increased its roster of spot radio stations from 100 to 150, and will place commercials for its Oven-Ready Biscuits in several areas after the initial test last year in Louisville.

Miles Labs, through its agency Wade Advertising, brings back *Quiz Kids* on NBC-TV Friday evenings, in addition to its AM orders.

Simple Arithmetic!
in the great MIAMI market area
13 AM STATIONS DIVIDE 121,000 RADIO HOMES
but THE ONE EXCLUSIVE TV STATION HAS
32,000 FAMILIES ALL TO ITSELF
Programmed by all four major networks
WTVJ
Channel 4
miami

FREE and PETERS Natl Representatives

Boston

(Continued from page 54)

Victor Coffee, Boston; Albany Carpet Cleaning Co. and Harvard Brewing Co.

Helen Horrigan, media director, Chambers & Wiswell Inc., said: "Business looks very good and the Korean war hasn't had any effect so far. The only trouble is in getting decent spots, as the stations seem to be about all sold out." New to TV among the agency's accounts is Cain's Mayonnaise, Cambridge, which started this summer and will run to next summer with chain breaks and film spots on stations in Boston and in New York state. Chevrolet Dealers Assn. has extended its fall TV coverage to six 15-minute sports and musical variety programs a week. Elm Farm Food Stores will continue indefinitely with *Elm Farm Show.*

Speaking for the First National Bank of Boston, Raymond W. Stanley, advertising manager, said the bank had no plans for increased use of TV at this time. The bank sponsors *Living Wonders,* a 20-minute show weekly featuring live animals, and a five-minute sports film on Sunday before the baseball games. The First National is continuing its half-hour sponsorship of Andre Kostelanetz recordings on radio.

Craig Smith, vice president in charge of advertising, Gillette Safety Razor Co., Boston, reported that Gillette "will go along as it has in the past." The company will sponsor the fights, World Series, Army-Navy and Orange, Sugar, and Rose Bowl games.

Among station representatives, Elmer Kettell, of Kettell-Carter. forecast: "TV in New England has a bright future with four TV stations ready to hang out the SRO sign. But with only four stations to serve the region, such areas as Western Massachusetts, Vermont, Maine, and New Hampshire remain pretty much out of the realm of television, making radio a better buy than ever because of increased population, increased sets, increased listening, and better programming."

Also giving the representative's point of view, Bertha Bannan declared: "Television is tremendous in New England. Clients have gone for it in a big way and it has produced results for them everywhere. Once they get on, they don't want to get off and they want even more time."

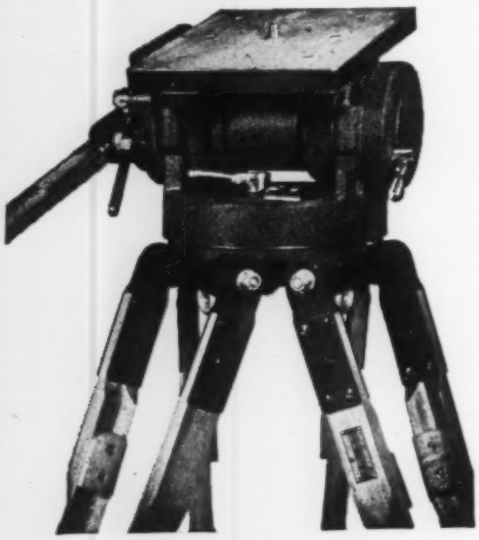
Andrew Gets Contract

ANDREW Corp. of Chicago announced last week it has been awarded a contract for development and construction of a special television transmitting antenna for WJZ-TV New York, to be located atop the Empire State Bldg.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

Outlook at Networks

(Continued from page 56)

either of these performers. Some segments of the Kate Smith show have already been taken for sponsorship.

"Two quarter-hour juvenile serial shows, *Panhandle Pete* and *NBC Comics,* the latter comprising three five-minute strips, will go into the weekday 5-5:30 p.m. period preceding *Howdy Doddy.*

"Our next expansion into morning time, is not scheduled to occur until the first of the year. When that happens, we shall probably begin networking video programs in the hours between 10 a.m. and 1 p.m.

"We are not unmindful of the compliment paid to television and its effects on the behavior of the home audience by the Assn. of National Advertisers, but we believe their report unnecessarily gilded the lily when it reduced radio listening in TV homes to zero. We at NBC firmly believe that going into television should not be done at the expense of radio but that the advertiser should look at all four media to evaluate his needs properly.

"When he does that, he will find television a better buy on the hard economic basis of homes delivered per dollar than either newspapers or magazines, in fact, in any other medium than radio. And if he wants complete saturation of his markets the electronic union of radio and television is the only way to secure it without excessively expensive duplication.

"By the first of the year there will be about 9 million TV homes in the country giving television a potential audience in excess of 30 million viewers. NBC looks forward to serving this vast audience with the very best in entertainment and public service programming, while giving the advertiser his most effective selling force."

FOOD STORE GROUP

To Sponsor DuMont Show

FOOD STORE PROGRAMS Corp., association of 13 grocery groups, will sponsor a 60-minute musical review, *Star Time,* featuring Hollywood talent, Tuesday, 10-11 p.m. (EDT), over the DuMont TV Network beginning Sept. 5. Frances Langford, Lew Parker and Benny Goodman already are signed. Agency is Franklin Bruck Adv. Agency, New York.

Included in Food Store Programs Corp. are:

Grand Union, New York City, Schenectady and Binghamton; Stop & Shop, Boston; Wrigley's, Detroit; Albers, Cincinnati; Food Fair, Philadelphia, Baltimore, Lancaster, Wilmington and Miami, Thorofare, Pittsburgh; Loblaw's, Buffalo, Rochester, Erie, Syracuse and Utica; Food Center, St. Louis; National Tea, Chicago, Milwaukee and Minneapolis; Standard, Indianapolis; Pick-N-Pay, Cleveland; Giant, Washington; Colonial, Richmond, Norfolk, Atlanta, Charlotte and Greensboro.

Los Angeles

(Continued from page 55)

added that advertisers in the automotive and appliance fields, which expect to be the first to feel production curtailments, have in some cases reduced or cancelled their fall schedules. KTLA prospects are so good, however, that the station has announced the addition of more than 40 hours of programming to its weekly schedule this fall.

Sales Manager Kevin B. Sweeney, of KFI-TV, said business held up well during the summer, "exceeding our expectations," and prospects point to a healthy fall. "Our national business increased during the summer, and the trend is continuing up, with local business prospects matching the upsurge," he said. Station operates 13 hours daily, Monday-Friday, with a slightly curtailed schedule during the weekend. KFI-TV, like nearly every other Los Angeles station, plans to increase Saturday and Sunday operation to accommodate prospective fall business.

KTTV Sold Out

KTTV is "virtually sold out in Class A night time, beginning in late October," according to Frank G. King, sales manager, who added that fall business will triple that of a year ago in dollar volume.

The *Los Angeles Times*-CBS station will add Saturday programming during football season beginning in September and expects to start Sunday daytime programming shortly thereafter.

Mr. King stressed that "client interest is higher than ever, despite the fact that KTTV has the country's highest rates, aside from New York City."

"To me," he added, "this indicates that advertisers see this as a prime market to include in their television planning."

Robert B. Hoag, sales manager of KTSL (TV), said prospects for fall are "real good." "We are so sold out that we're opening up Saturday starting Sept. 16," he said. Two new automotive sponsors have signed for the fall and a current automotive account has renewed its schedule on the Don Lee station which is also affiliated with DuMont, he said.

"Dollar-wise, we have made great strides over last year," said Thomas B. McFadden, general manager of KNBH (TV), owned-and-operated NBC station, and he predicted it would continue at an accelerated tempo. "In terms of sales, business is 150% better than last year this time and we have a wonderful line-up of advertisers on our schedule for fall. Television competition here is the most severe in the country. It can only result in better programming and better service to the viewers." KNBH will expand operation schedule starting in late September.

Robert Laws, ABC Western Division sales manager, declared: "With network programs occupying the bulk of Class A time both

Mr. McFadden

Mr. Davis

on KECA-TV Los Angeles and KGO-TV San Francisco, the two ABC-owned-and-operated stations are planning an increase in operational hours with particularly strong commercial prospects." He foresees all-out competition for audience in the Los Angeles area and says there will be "drastic" changes in the ratings picture as a result.

Frank Rhylick, radio-television director of Ross, Gardner & White Adv., said it is difficult to get good TV spot availabilities in the Southern California area. He believes the majority of advertisers will continue and/or increase video appropriations, depending upon government restrictions and shortages. Expanding TV accounts include Sees candy stores, Vimcar Sales Co. (hardware), GE Supply Corp. and King's French Dressing.

Several clients of Hixson & Jorgensen Inc. are increasing fall budgets to include TV, while others are standing pat, according to H. D. Walsh, vice president and radio-television director. He forecast no cuts in radio budgets. Accounts include General Controls Inc., W. J. Voit Rubber Co., Affiliated Gas Equipment Inc. and Richfield Oil Corp.

Spending $50,000 per week for spot TV and radio for four accounts nationally, Cowan-Whitmore Adv. will increase the appropriation to $100,000 weekly starting in October and continuing through Christmas, according to Harold Cowan, president. Some 90% of the budget is earmarked for video, with the balance spot radio, he said. Accounts include Instant Foto Co., Morris Metric Slicer Co., Magic Plastic Towel Co., Endure Co. (nylon hosiery preserver).

Wynn Film Spots

Wynn Oil Co., Azusa, Calif. (friction proofing oil), through BBDO, Los Angeles, has TV film spots on 25 stations that will continue into winter. This is in addition to spots on 40 radio stations. Both are co-op.

Louis Milani Foods Inc. (salad dressing) anticipates no changes in budget plans currently, according to Marketers Inc., servicing account, and will continue TV spots on 11 stations, with radio in four markets.

Dohrmann Products (Dohrma-Seal weather proofer and allied products) has spot television and radio under consideration through Vick Knight Inc. Newport Soap Co., Oakland, Calif., through Erwin, Wasey & Co., Los Angeles, may also include TV to advertise a new product.

Several clients of Walter McCreery Inc. utilize TV station time and "plans of others call for use of the medium this fall," according to Mr. McCreery. He believes unsettled world conditions will lead to a seller's market once again, and as result, "desirable TV spots will be invaluable" to clients.

Hoffman Television Corp. (receiver sets), with TV program schedules on stations in 10 major markets, on start of Pacific Coast Conference football season, in addition will sponsor telecasting of some 30 games in Los Angeles, San Francisco and Seattle. Hoffman also buys local spot radio on a dealer co-op basis.

Although Ice Follies continues a heavy buyer of local radio time in 20 cities during its national tour starting Sept. 7, Walter McCreery Inc. estimates 30% of its advertising budget will be spent on TV. National Fidelity Insurance Co. is increasing TV film spot schedules but will maintain local radio.

Mogge's Views

Greatest need in television is a single audience measurement service using a sample large enough for accurate projection, according to Norton W. Mogge, president of Mogge-Privett Inc. which has some 17 television-radio using national, regional and local accounts. Trend is upward in TV and daytime radio for clients of his agency, he stated.

Advertising budgets of many Davis & Co. clients have been increased substantially over those of last year and AM spot radio users are adding TV to their schedules, according to Robert J. Davis Jr., television director. He believes radio and television can complement each other.

Accounts include Scudder Food Products, Pacific Coast division of Wilson & Co., White Rock Bottlers Co., Popcorn Processors Inc. and Bluebird Potato Chips Inc.

"Dollar for dollar, we are firm believers in TV as a sound productive medium," said Hilly Sanders, vice president in charge of radio and television for Dan B. Miner Co. "Results for our clients have been fabulous." No cutbacks have been made in radio appropriations. Miss Sanders believes TV and radio "wisely combined and used together" can produce greater results than either medium alone.

BLOCK SPONSORS

CBS-TV Mystery

BLOCK Drug Co., New York (Amm-i-dent toothpaste and powder), will sponsor *Amm-i-dent Mystery Playhouse* on CBS-TV, Tues., 10-10:30 p.m. starting Sept. 19 [BROADCASTING, Aug. 14]. Martin Ritt and Yul Brynner have been signed as producer and director, respectively.

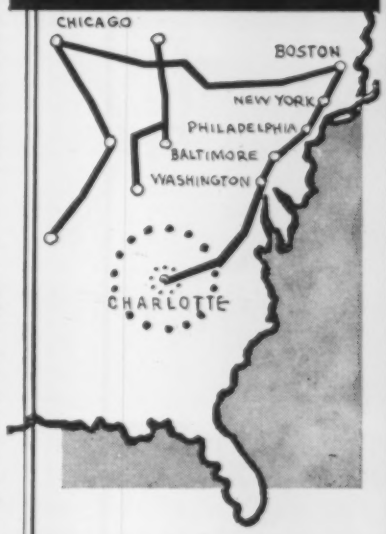
The company will continue to sponsor its daytime radio show *Quick As a Flash* on ABC.

The combination replaces the company's sponsorship last year of *Burns & Allen* show. Cecil & Presbrey, New York, is agency.

Cable Television comes to the

CAROLINAS

SEPTEMBER 30th



New selling power for you in the Carolinas is assured with the activation of the co-axial cable.

August set sales, greatest in the stations' 13-month history, increase your audience potential. Direct, simultaneous programs from the four networks multiply viewer interest.

NOW SERVING OVER 22,000 TV FAMILIES

WBTV

CHARLOTTE, N. C.

Jefferson Standard Broadcasting Company

Represented Nationally by Radio Sales

INTERCITY RELAY

AT&T-Network Meet Recesses

MEETINGS on TV intercity program transmission facilities, in progress on a day-after-day basis since the first of the month, were recessed Wednesday when AT&T officials informed the committee of TV network executives that they would like time to study their detailed proposals for the allocation of the telephone company's limited TV channels during the last three months of this year.

The recess is "definitely temporary," a Bell System spokesman assured TELECASTING. Agreements on allocation of facilities in a number of areas already have been worked out by mutual concession of the network, he said. As soon as the various plans have been analyzed and studied, the group will be reconvened in the hope that the remaining allocation problems may also be resolved by mutual agreement.

Technically, it is up to AT&T to allocate its facilities among applicants as it sees fit, but to try to do so fairly among the four TV networks has been a difficult problem. Only one or two channels are available for video program transmission to certain cities to which all networks would like to provide program service and the network advisory committee was set up to aid in its equitable solution.

Demands Increase

Television's growth in the past year has increased the demands of all networks for more time throughout the entire interconnected network area, aggravating an already difficult allocation problem and producing some conference sessions that were described by participants as more stormy than calm. A disagreement as to the basic philosophy of the allocation plan—the networks with the most time sold wanting proportionate priorities and the others wanting an opportunity to go on selling—has further agitated the situation.

And there have been numerous subsidiary problems. For instance, the two radio relay circuits available for program transmission from New York to Boston have in the past been contracted for by NBC-TV which has provided a more or less exclusive service to WBZ-TV Boston, and by WNAC-TV Boston, which has received programs from the ABC, CBS and DuMont TV networks. The question has been raised as to whether WNAC-TV, as a recipient rather than an originator of network TV programs, should be allowed to purchase one of the two available channels. There also has been discussion as to the propriety of the NBC-WBZ video relationship and whether as a practical if not contractual exclusive affiliation arrangement it is not in violation of the FCC rules against such exclusivity.

The majority feeling has reportedly been that such matters, important though they may be, are not properly part of the immediate discussion which apply to tariff considerations rather than to network-station relationship.

It is understood, however, that the possibility of an appeal to the FCC has been considered if the final allocations are unsatisfactory to all networks. When the meetings broke up last Wednesday, a rumor quickly sprang up that this already had been done. But network conferees, in denying the rumor, pointed out that no appeal to the Commission can properly be made until AT&T has promulgated definite allocations to which one or more of the networks might want to object and to try to have overruled.

A report that DuMont had sent a seven-page letter to the FCC was similarly denied by that network, which explained that the rumor apparently stemmed from a three-page confidential memo distributed to members of the conference group. An FCC observer at the sessions received a copy of this memo, the DuMont spokesman said, but only for his information and not in any sense as an appeal for any official action.

CBC Governors To Meet

TELEVISION for Vancouver, and perhaps for other sections of Canada, and recommendations for TV licenses to independent station operators, are expected to be major items of business at the September meeting of the board of governors of Canadian Broadcasting Corp. Meeting is being held at Vancouver, Sept. 19-20, and it is understood that Vancouver AM stations will press for permission to start a TV outlet at Vancouver, since CBC is not planning such outlet at present.

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- Appearance and Personality
- Integrity and Showmanship

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Trained to
- Do more than one job well
- Understand your operational problems

Trained with
- Complete TV and Radio Commercial Equipment

Trained under
- Actual Broadcast Conditions

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Personnel Division

SCHOOL of RADIO TECHNIQUE

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TV Network Clients for October

(Continued from page 53)

Sponsor	Program	Gross Time Charges October 1949	Network	No. of Stations '49	No. of Stations '50	Hours per week '49	Hours per week '50
Armour & Co.	Stars Over Hollywood	—	NBC	—	12	—	½
Armstrong Cork Co.	Circle Theatre	—	NBC	—	40	—	1
Arnold Bakers	Robert Q. Lewis	—	CBS	—	5	—	½
Atlantic Refining Co.	Football Games	—	NBC	—	12	—	½
Avco Mfg. Co.	This Is Show Business	24,645	CBS	46	—	1	—
	Who Said That?	32,400	NBC	48	—	½	—
P. Ballentine & Sons	Show of Shows	—	NBC	—	46	—	1
	Boxing Bouts	22,800	CBS	11	—	1	—
Barbasol Co.	Believe It or Not	—	NBC	—	31	—	½
Bell & Howell Co.	Week in Review	4,900	CBS	4	—	½	—
Bendix Home Appliances	Action Autographs	6,740	ABC	5	—	½	—
Benrus Watch Co.	Chance of a Lifetime	—	ABC	—	33	—	½
Best Foods Inc.	Show of Shows	—	NBC	—	35	—	10 min.
Bigelow-Sanford Carpet Co.	Penthouse Party	—	ABC	—	56	—	½
Bloch Bros. Tobacco Co.	Bigelow Show	26,825	CBS	33	—	½	—
	Fishing & Hunting Club	7,920	DuM	6	—	½	—
Bonafide Mills Inc.	Versatile Varieties	27,000	NBC	36	36	½	½
Bond Stores Inc.	Sport Highlights	4,894	NBC	16	—	5 min.	—
	Hands of Mystery	—	DuM	—	11	—	½
Block Drug Co.	Mystery Playhouse	—	CBS	—	15	—	½
Bristol-Myers Co.	Lucky Pup	7,424	CBS	11	12	½	½
	Break the Bank	15,870	NBC	18	44	½	½
Brown Shoe Co.	Smilin' Ed McConnell	—	NBC	—	13	—	½
Bymart Inc.	Una.	—	CBS	—	60	—	½
Campbell Soup Co.	Jack Carter Show	—	NBC	—	41	—	½
Canada Dry Ginger Ale Inc.	Super Circus	11,208	ABC	30	25	½	½
Carter Products Co.	Sing It Again	—	CBS	—	15	—	½
Chesebrough Mfg. Co.	Roller Derby	9,081	ABC	10	—	½	—
	Greatest Fights	9,760	NBC	14	32	½	½
Cities Service Co.	Band of America	11,925	NBC	17	—	½	—
Chrysler Corp.	Treasury Men in Action	—	ABC	—	62	—	½
	Groucho Marx Show	—	NBC	—	56	—	½
Colgate-Palmolive-Peet Co.	Howdy Doody	17,160	NBC	21	31	½	½
	Comedy Theatre	20,910	NBC	21	58	½	1
	Colgate Scoreboard	—	DuM	—	35	—	10 min.
Columbia Records Inc.	Show Goes On	—	CBS	—	45	—	½
Consolidated Cigar Corp.	Plainclothesman	—	DuM	—	14	—	½
Congoleum-Nairn	Garroway at Large	—	NBC	—	47	—	½
Drug Store Television Productions	Cavalcade of Stars	25,600	DuM	18	19	1	1
	Cavalcade of Bands	—	DuM	—	18	—	1
Allen B. DuMont Labs	The O'Neills	10,920	DuM	11	—	½	—
	Morey Amsterdam Show	21,265	DuM	31	—	½	—
Electric Auto-Lite Co.	Suspense	14,665	CBS	16	23	½	½
Emerson Radio & Phonograph Corp.	The Clock	—	NBC	—	31	—	½
Esquire Boot Polish	Hold That Camera	—	DuM	—	34	—	½
Firestone Tire & Rubber Co.	Voice of Firestone	20,550	NBC	18	34	½	½
Food Store Programs Corp.	Star Time	—	DuM	—	34	—	1
Ford Motor Co.	Toast of the Town	34,850	CBS	20	33	1	1
	Ford Theatre	9,100	CBS	11	30	½	½
	Ford Star Revue	—	NBC	—	45	—	1
	Kukla, Fran & Ollie	—	NBC	—	55	—	½
General Electric Co.	Fred Waring Show	41,500	CBS	27	—	1	—
General Foods Corp.	Aldrich Family	19,800	NBC	17	29	½	½
	Hopalong Cassidy	—	NBC	—	25	—	1
	Mama	15,780	CBS	14	—	½	—
	The Goldbergs	18,631	CBS	15	—	½	—
General Mills	Lone Ranger	17,868	ABC	26	—	½	—
	Una.	—	ABC	—	55	—	½
General Motors Corp.	Inside USA	12,150	CBS	30	—	1†	—
	Football Games	14,438	DuM	20	42	2½	2½
	Television Theatre	32,550	NBC	35	—	½	—
	Roller Derby	5,250	ABC	4	—	1	—
	CBS News	20,280	CBS	8	—	¾	1¼
	Fireball Fun-For-All	44,950	NBC	38	—	1	—
General Shoe Corp.	Acrobat Ranch	—	ABC	—	40	—	½
A. C. Gilbert Co.	Roar of the Rails	5,440	CBS	15	—	¼	—
Gillette Safety Razor Co.	Boxing Bouts	9,840	NBC	24	54	½	½
	Arthur Godfrey	—	CBS	—	47	—	½
B. F. Goodrich Co.	Celebrity Time	20,541	ABC	26	—	½	—
Goodyear Tire & Rubber Co.	Celebrity Time	—	CBS	—	46	—	½
Gospel Broadcasting Assn.	Whiteman Goodyear Revue	—	ABC	—	41	—	½
	Old-Fashioned Revival Hour	—	ABC	—	39	—	½
Green Giant Co.	Una.	—	ABC	—	18	—	½
Gruen Watch Co.	Blind Date	—	ABC	—	26	—	½
Gulf Oil Corp.	We, the People	14,880	CBS	20	—	½	—
	We, the People	—	NBC	—	44	—	½
Homecraft Publishing Co.	Wrestling Scene	—	DuM	—	13	—	5 min.
	Wrestling Interviews	—	ABC	—	13	—	5 min.
Household Finance Corp.	People's Platform	13,260	CBS	11	15	½	½
Hudson Motor Car Co.	Billy Rose's Playbill	—	ABC	—	59	—	½
International Cellucotton Products Co.	Fun for the Money	9,048	ABC	9	—	½	—
International Latex	Look Your Best	—	CBS	—	25	—	2½
International Shoe Co.	Howdy Doody	9,540	NBC	24	45	¼	¼
	Super Circus	—	ABC	—	13	—	¼‡
International Silver Co.	Silver Theatre	30,741	CBS	30	—	½	—
Ironrite Ironers Corp.	Hollywood Screen Test	—	ABC	—	10	—	½
S. C. Johnson & Sons	Jack Carter Show	—	NBC	—	30	—	½
Walter H. Johnson Candy Co.	Captain Video	—	DuM	—	11	—	1
Kellogg Co.	Irene Wicker	14,280	ABC	13	—	½	—
	Tom Ranger	—	CBS	—	12	—	¾
	Howdy Doody	—	NBC	—	31	—	½

Una.—unavailable at this time

† ½ hour every other week

‡ 1 hour every other week

Sponsor	Program	Gross Time Charges October 1949	Network	No. of Stations '49	No. of Stations '50	Hours per week '49	Hours per week '50
Kroger Co.	Alan Young Show	—	CBS	—	18	—	½
Lamont, Corliss & Co.	Mr. I. Magination	—	CBS	—	17	—	½
Lever Bros. Co.	Godfrey's Talent Scouts	13,200	CBS	8	38	½	½
	Lux Theatre	—	CBS	—	29	—	½
	Big Town	—	CBS	—	29	—	½
	The Clock	28,320	NBC	42	—	½	—
Libby, McNeill & Libby	Auction-Aire	7,080	ABC	5	—	½	—
Liggett & Myers Tobacco	Godfrey & His Friends	47,600	CBS	45	49	1	½
	Perry Como	—	CBS	—	60	—	¾
	Supper Club	20,970	NBC	39	—	½	—
	Joe Di Maggio Show	—	NBC	—	35	—	½
Lionel Corp.	Stop the Music	14,593	ABC	27	52	½	½
P. Lorillard Co.	Original Amateur Hour	36,200	NBC	26	56	1	1
	The Web	—	CBS	—	26	—	½
Loden's	Sing It Again	—	CBS	—	13	—	¼
M & M Ltd.	Super Circus	—	ABC	—	18	—	¼†
Magnavox	Magnavox Theatre	—	CBS	—	17	—	½‡
Maiden Form Brassier Co.	Vanity Fair	3,360	CBS	3	—	½	—
Manhattan Soap Co.	One Man's Family	—	NBC	—	35	—	½
Mars Inc.	Howdy Doody	11,100	NBC	22	41	¼	¾
C. H. Masland & Sons	At Home Party	11,320	CBS	17	41	¼	¼
Mason, Au & Magenheimer, Confectionery Mfg. Co.	Chester, the Pup	—	ABC	—	12	—	¼
Miles Labs	Quiz Kids	20,700	NBC	18	28	½	½
Minnesota Mining & Mfg. Co.	Show of Shows	—	NBC	—	35	— 10 min.	
Mohawk Carpet Mills	Mohawk Showroom	61,540	NBC	23	41	1¼	¾
Jules Montenier Inc.	What's My Line?	—	CBS	—	33	—	½
Philip Morris & Co.	Candid Camera	12,600	CBS	9	—	½	—
	Horace Heidt	—	CBS	—	46	—	½
	Ruthie on the Telephone	28,105	CBS	8	—	25 min.	—
	Truth or Consequences	—	CBS	—	46	—	½
Nash-Kelvinator Corp.	Homemakers Exchange	8,640	CBS	15	18	5min.	5min.
	Morton Downey	—	CBS	—	60	—	½
	Airflyte Theatre	—	CBS	—	60	—	½
National Dairy Products	Kukla, Fran & Ollie	46,350	NBC	34	42	1	1
	Kraft TV Theatre	32,200	NBC	22	48	1	1
Nestles	Una.	—	NBC	—	13	—	½
Olney & Carpenter	Homemakers Exchange	—	CBS	—	18	—	1 min.
Owens - Corning Fiberglass Corp.	Vanity Fair	—	CBS	—	3	—	10 min.
Pabst Brewing Co.	Life of Riley	27,900	NBC	39	—	½	—
	Boxing Bouts	—	CBS	—	30	—	1
Packard Motors	Holiday Hotel	—	ABC	—	46	—	½
Pal Blade Co.	Pal Headlines	8,115	ABC	25	—	5 min.	—
Peter Paul	Hank McClune Show	—	NBC	—	31	—	½
Pepsi-Cola Co.	Faye Emerson	—	CBS	—	43	—	¾
Pharma-Craft Corp.	Sugar Bowl	—	ABC	—	23	—	¼†
Philco Corp.	Philco TV Playhouse	53,100	NBC	47	60	1	1
	Don McNeill TV Show	—	ABC	—	39	—	1
Phillips Packing Co.	Lucky Pup	7,024	CBS	10	—	¼	—
Pillsbury	Godfrey & His Friends	—	CBS	—	58	—	¼
Procter & Gamble Co.	Fireside Theatre	16,920	NBC	19	31	½	½
	Shubert Musicals	—	NBC	—	29	—	½‡
	Beulah	—	ABC	—	60	—	½
Quaker Oats Co.	Americana	—	NBC	—	32	—	½
RCA	Kukla, Fran & Ollie	97,245	NBC	44	55	1½	1
R. J. Reynolds Tobacco	Man Against Crime	13,260					
	Vaughn Monroe Show	—	CBS	11	45	½	½
	Camel News Caravan	64,160	CBS	—	35	—	½
			NBC	22	36	1¼	1¼
Riggio Tobacco Co.	Leave It to the Girls	—	NBC	—	9	—	½
Ronson Art Metal Works	Twenty Questions	—	ABC	—	11	—	½
Rosefield Packing Co.	Captain Video	—	DuM	—	11	—	½
Schenley Industries	Roller Derby	10,784	ABC	13	14	½	½
Scott Paper Co.	Dione Lucas	4,400	CBS	5	—	¼	—
Seeman Bros.	Vanity Fair	3,360	CBS	3	—	½	—
	I Cover Times Square	—	ABC	—	15	—	½
W. A. Shaeffer Pen Co.	This Week in Sports	6,080	CBS	6	—	¼	—
SOS Co.	Show of Shows	—	NBC	—	35	— 10 min.	
	Homemakers Exchange	—	CBS	—	18	— 1 min.	
Speidel Corp.	Ed Wynn Show	21,040	CBS	23	—	½	—
Standard Oil Co. of Indiana	Tele Theatre	—	NBC	—	42	—	½
	Navy-Notre Dame Game*	11,475	CBS	7	—	3	—
	Wayne King Show	5,910	NBC	8	13	½	½
Standard Oil Co. of New Jersey	Tonight on Broadway	15,006	CBS	13	—	½	—
	Alan Young Show	—	CBS	—	25	—	½
	Football Games	—	CBS	—	21	—	23¼
Snow Crop Marketers	Show of Shows	—	NBC	—	47	—	½
Sterling Drug Inc.	OK Mother	—	DuM	—	4	—	21½
	Sing It Again	—	CBS	—	13	—	½
Sun Dial Shoes	Lucky Pup	—	CBS	—	9	—	¼
Sylvania Electric Corp.	Beat the Clock	—	CBS	—	20	—	½
Sun Oil Co.	Football Games	26,308	ABC	17	—	23¼	—
	Football Highlights	—	ABC	—	14	—	½
Swift & Co.	Super Circus	5,810	ABC	10	—	½	—
Stokely-Van Camp	The Little Show	—	NBC	—	27	—	½
Texas Co.	Texaco Star Theatre	41,200	NBC	32	37	1	1
Tidewater Associated Oil Co.	Broadway to Hollywood	—	DuM	—	2	—	½
Time Inc.	Crusade in Europe	20,796	ABC	33	—	25 min.	—
Trimount Clothing Co.	Amazing Dr. Polgar	10,359	CBS	33	—	10 min.	—
Unique Art Mfg. Co.	Howdy Doody	8,520	NBC	21	—	¼	—
U. S. Rubber Co.	Lucky Pup	8,176	CBS	14	—	¼	—
U. S. Tobacco Co.	Martin Kane, Private Eye	22,230	NBC	26	45	½	½
Wander Co.	Howdy Doody	—	NBC	—	46	—	¼
Westinghouse Electric Corp.	Studio One	43,350	CBS	27	47	1	1
Whitman	Show of Shows	—	NBC	—	30	— 10 min.	
Wine Corp. of America	Can You Top This?	—	ABC	—	23	—	½
Wine Advisory Board	Dione Lucas	4,440	CBS	5	—	¼	—
Wildroot Co.	Show of Shows	—	NBC	—	30	— 10 min.	
Young People's Church of the Air	Youth on the March	10,289	ABC	12	25	½	½
Wm. Wrigley Jr. Co.	Gene Autry	—	CBS	—	7	—	½

* One Timer
† ½ hour every other week
Una.—Unavailable
‡ 1 hour every other week

upcoming

NAB District Meetings

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.
Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.
Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.
Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.
Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.
Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.
Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.
Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.
Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.
Oct. 9-10: Dist. 1, Somerset Hotel, Boston.
Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.
Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.
Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 9: West Virginia AP Radio Assn., White Sulphur Springs.

Sept. 18-21: Financial Public Relations Assn. Convention, Hotel Statler, Boston.

Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Vancouver.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Sept. 30-Oct. 7: Canadian Radio Week.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

WCAU-TV Serial

ONE of television's first dramatized daytime serials will be launched next month on WCAU-TV Philadelphia, according to Charles Vanda, vice president in charge of television for the WCAU stations. Mr. Vanda said top-grade motion picture films will be used and serialized by cutting them into 15-minute daily segments. The films will be scheduled Mon.-Fri., beginning Sept. 11.

AT&T TARIFF
Files Charges With FCC

TARIFF CHANGES to provide for interconnection of its network television audio channels with those of private TV broadcasters, and to broaden its interconnection policy with respect to intercity video channels, were filed with FCC last week by AT&T.

Where the former tariffs provided for interconnection with broadcasters' intercity radio relay video channels only at a studio or television broadcasting transmitter, the new ruling permits interconnection at practicable service points on existing telephone company channels, where FCC has authorized operation of a relay channel by the broadcaster. The tariff stipulates, however, that the broadcaster shall have available equipment and personnel necessary to assure testing and monitoring at the point of interconnection.

The provision for interconnection of audio channels is in line with FCC's requirement that AT&T link its intercity video facilities with those of private broadcasters to cover areas where the telephone company does not yet have facilities to provide full service.

NEW annex, adjacent to main building, housing workshop and storage space for sets and art materials, added at WAAM (TV) Baltimore.

NOW*...

DAILY TV SERVICE FROM 7:30 AM 'TIL AFTER MIDNIGHT— IN THE MIDWEST'S 2ND LARGEST TV MARKET.

Choice participations available in *live programs* with *professional talent.*

**Starting Sept. 4th*

WLW-TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

Crosley Broadcasting Corporation

Telerama

INSPECTING location of New Orleans' first department store—D. H. Holmes Ltd., which recently signed for one-hour *Shoppers' Revue* on WDSU-TV—are (l to r): Howard Enders, v. p., Robert J. Enders Adv.; Edgar B. Stern Jr., mng. partner, WDSU-TV; Sidney Donnaud, Holmes sales prom. mgr.; Louis Read, WDSU-TV coml. mgr.

RESTING between shooting of NBC television film spots to be used to plug fall return of Milton Berle to the network are (l to r): Norman Blackburn, director, NBC Western TV operations; Mr. Berle, and Joseph A. Thomas, president, Telefilm Inc., Hollywood, whose firm produced the 16 commercials.

APPEARING before the cameras at WFAA-TV Dallas, four-year-old Jill Higgins runs a Pfaff sewing machine during Bob Stanford's *Wrestling Warm-up*. Telecast resulted in 36 direct sales plus many queries the next day for Saxon Sewing Machine Co., Pfaff distributor in nearby Grand Prairie.

WINNER of the "Best in Design Girl" for television contest held in New York, Elaine Stuart of Upper Montclair, N. J., is congratulated by Paul V. Galvin, president of Motorola Inc., sponsor of contest in connection with showing of new 1951 TV line. Winner received TV console and network contracts.

DISCUSSING production of TV film commercials by Five Star Productions, Hollywood, for S. O. S. Co. (scouring pads), are (l to r): Alden S. (Bill) Nye, TV production dir., McCann-Erickson; Yvette Reynard, featured player; Robbins Milbank, v. p., M-E. S. O. S. will sponsor segment of NBC's *Saturday Night Revue*.

AT Luxembourg ceremonies in which U. S. Ambassador Perle Mesta and M. Rene Peulvey, dir. general, Radio Luxembourg, are presented American Legion gold medal for distinguished service to veterans, are (l to r): M. Peulvey; Lt. Cmdr. C. Denby Wilkes, A. L.; Madam Mesta; Maj. Benjamin Namm, dir., Avco Corp., who presented medal, and J. Emelius, mayor of Luxembourg.

Billings Mount

(Continued from page 53)

able to offer it to all networks on a pooled basis without making any payment at all for time.

Comparison, advertiser by advertiser, program by program, of the video commercials broadcast in October a year ago and signed to date for airing in October of this year, is shown in the table on page 53. It should be noted that the number of stations reported for each commercial program for October 1950 is based on orders from clients, not all of which have been accepted by all of the desired stations. Until the completion of allocation of TV network facilities among the four networks and until all station acceptances are in, a final station count is impossible.

By TELECASTING estimates, there were 2,574,486 television sets in use in October 1949. There probably will be about 7,500,000 by October of this year.

The most common fear held for television's future is that an invigoration of the nation's rearmament program might arrest its circulation growth. The qualification—". . . unless there's a worsening of the international situation"—was inserted in forecasts by many industry leaders with whom TELECASTING talked last week.

War Threat

World war or the threat of it, it was feared, would change the development of television as it would the whole of the U. S. economy. Because television, more than any other industry, is in the throes of vast expansion, it would be apt to feel a belt-tightening worse than most.

New York agency men are enthusiastic about the fall television business. Typical opinions are expressed in the following statements:

Lewis H. Titterton, vice president in charge of radio and television production, Compton Advertising Inc.: "The Procter & Gamble *Fireside Theatre* will very soon complete its second year on television and we are, of course, anticipating greatly increased use of this medium as developments justify. The films for exhibition during the balance of 1950 have already been completed and work is proceeding on the films to be telecast during the first six months of 1951. A great many of our clients are using television commercial spots of varying length with excellent success."

Mr. Cottington

C. H. Cottington, vice president in charge of radio and television, Erwin Wasey & Co.: "This year we have five clients using TV as opposed to two last year. We rather think that television will continue to progress until there is no time available and that could easily occur before 1951. It's the opinion also in this shop that AM radio is not dead by any means and barring further war news, television will continue its up and onward swing."

Campbell-Ewald Plans

Winslow H. Case, senior vice president, Campbell-Ewald Co.: "As matters stand at the present Campbell-Ewald Co. plans to increase its television programming for the coming year. Of course, war developments may change the picture at any writing."

Garth Montgomery, director of television, Kenyon & Eckhardt: "This fall we will have *Space Cadets* for Kellogg, three times a week, one hour-long dramatic show each week for two advertisers on alternate weeks, Ford and Magnavox, plus *Toast of the Town* for Mercury Dealers. This amounts to two hours and 45 minutes per week aside from spot television activity which the agency will produce. Among the latter are such frequent spot advertisers as Beechnut Gum and Hudnut."

Don McClure, supervisor of TV production, N. W. Ayer & Son: "Our TV billing is increasing at a greater proportion than it did a year ago. We now have 20 active clients in television and a number of other potential advertisers interested."

'Powerful Tool'

Herbert B. West, head of television, BBDO: "During the coming year nearly 50 of BBDO's clients will be using television. To us television is another powerful tool in the agency's kit of methods to create a favorable public impression of a client's goods or services. Television has passed beyond the stage where merely to use it was to gain attention and create sales. Now it must be used in full awareness that misdirected efforts can prove as disappointing in television as they can in any other medium. On the other hand—since television has such impact—good use of television can produce breathtaking results. From here on competition among television advertisers will be a battle of wits more sharp than has ever existed in advertising. Television has shown that it has plenty of riches to give to the wise."

UN Standby

TO insure viewers of up-to-the-minute reports on crucial meetings of the United Nations WAAM (TV) Baltimore has arranged to have its network service on standby while running its regular afternoon programs. When he deems necessary, Program Manager Herbert B. Cahan monitors the network pool and orders cutins on local studio shows.

film report

DRYER & WEENOLSEN PRODUCTIONS INC., New York, announces acquisition of national distribution rights to *Disc Jockett*, three-minute silent film series on visual themes to accompany commentary and music of disc jockey. Thirty-two now available in half-hour packages of six films on spot basis. Produced in Hollywood by **Stellar Productions.**

Eastman Kodak Co. has new filter technique to improve television images transmitted from motion picture film. Process uses filter of infra-red absorbing glass and interference filter placed between projection light which takes out infra-red and red wavelengths of visible spectrum. Results: Better TV picture tone production and greater ease of operation of camera equipment, company said.

* * *

NBC contracts with **Ted Eshbaugh Studios Inc.**, New York, for 13 15-minute TV films featuring **Jack Barry** and **Joe DiMaggio**, sponsorship **Lionel Trains.** First two series filmed immediately with **Phil Rizzuto** and **Ham Fisher** as guests of Mr. DiMaggio. . . . **Franklin Television Productions**, Hollywood, has completed first of series of hour-long western films for TV, *Adventures of the Texas Kid.*

Consolidated Television Productions Inc., Los Angeles, granted rights by KTTV (TV) Los Angeles to filming of *Buster Keaton Show.* Shooting to start within few weeks. Half-hour program to be done in 35mm sound and picture. Station will have first refusal rights. **Mal St. Clair** will direct show; **Clyde Bruckman** is writer-producer. **J. Bert Easley** is president of Consolidated. . . . **KTTV (TV)** also has purchased 50 feature length films from **Film Equities Corp.**, New York, for showing on *Movie Gems* program. Included: "Little Men," "Moonlight Sonata," "Ellis Island," and "Shanghai Gesture."

* * *

Atlas Film Corp., Oak Park, Ill., has opened Chicago branch sales and screening office under supervision of television director, **Norman C. Lindquist.** Office located at 228 N. LaSalle St., suite 1264. Atlas has made TV commercials for **Sunbeam Corp., Thor, Greyhound, Armour, Swift, Borden** and **Sears, Roebuck & Co.** . . . New production equipment has been installed in **Alexander Film Co.'s** television division to meet expanded business, according to **John Alexander**, president of firm. New Maurer 16mm Sound Recorder makes it possible for company to film TV commercials in 35mm for reduction to 16mm with sound recorded direct on 16mm Maurer equipment. In addition to TV production facilities, Alexander maintains syndicated library of 5,000 current TV spot commercials. Because of complete library Alexander can offer low-cost film rental service. Company presently doing films for some 50 national manufacturers in U. S.

KFMB-TV Ups Air Time

KFMB-TV San Diego Aug. 21 started a schedule of afternoon programming, extending its weekly programming to over 60 hours. Taking up the three-hour afternoon time slot, 2-5 p.m., is *Ranch House Varieties* featuring Smokey Rogers, singer of NBC *Western Caravan.* Sponsorship is on a participating basis. Jack Gross, owner-manager of KFMB-TV, announced that the station programming probably would be increased to 70 hours weekly with the advent of winter shows.

CABLE LEAKS
ABC To Use Radioactive Gas

ATOMIC development will benefit television for the first time, according to ABC, when radioactive gas is used to detect leaks in coaxial cables serving ABC transmitters in New York, Chicago, Detroit, Los Angeles and San Francisco.

Announced last week by Frank Marx, ABC vice president in charge of engineering who developed the idea in cooperation with atomic researchers, the new process solves a difficulty presented by TV transmitter installations atop the Empire State Bldg.

With almost two miles of cables rising vertically, the old process involving nitrogen gas to fill the cables and soap suds to detect the leaks would not work. The invariable leaks in the couplings of the 20-foot cable segments cause loss of power and quality in the telecast signal. The new method of filling the cables with radioactive gas and then lowering a Geiger counter along the cable permits immediate and accurate leak detection.

The gas is a waste product of A-bomb production from which the destructive properties of radioactivity have been removed. It is obtained from the Atomic Energy Commission. The new process will be used as soon as ABC begins transmitting from the Empire State Bldg.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
30-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

Media Dominance

(Continued from page 19)

will take it in 1950. Magazines and newspapers can fight it out for second place."

He cited 1949 national advertising expenditures in *Printers' Ink*, which credits radio with $439,200,000 ($50,000,000 of this is TV), newspapers $465,000,000 and magazines (including national farm papers) $492,500,000.

The NARSR study predicts that when FCC's 1949 figures are published they probably will show something like the following: National network time sales, $129,300,000; regional and miscellaneous networks, $7,529,000; national spot time sales, $118,425,000; talent costs, network and stations (*Printers' Ink* formula) $146,771,050; television time and talent cost, $50,000,000; total, $452,025,050.

(The BROADCASTING 1950 YEARBOOK estimated net 1949 national network time sales at $127,500,000 and national and regional non-network at $112,000,000, with regional and miscellaneous networks, $7,500,000. Adding $181,900,000 local time sales, the total was $428,990,000. TV time sales in 1949 were estimated at $24,750,000, consisting of network, $9,900,000; spot, $8,600,000 and local, $6,250,000.)

In explaining its estimated FCC 1949 figures, NARSR explains they "will not be one-time theoretical card rates but will be actual revenue to the networks and stations. This estimate of $452,025,050 is based on NAB estimates of the time costs in 1949, plus a fair estimate for the talent costs and television time and talent. Talent costs are figured on advertising agency experience and trade-paper estimates of talent costs.

"So we have actual corrected costs to the advertiser in broadcast advertising as against theoretical one-time rates figured for newspapers and magazines. How much the newspaper and magazine figures should be discounted from one-time rates to arrive at the actual expenditure for advertising is anybody's guess. The tendency is toward flat rates, but *Life* and *Look* have frequency discounts; so does the *New York Times*, to mention only a few of the larger ones.

"There is one more adjustment that should be made as between newspaper and broadcast advertising. In measuring broadcast advertising there is no guesswork in the FCC figures as to what is national and what is local. The broadcast stations file with the FCC an exact statement of their network income, national spot income and income from local.

Local Income

"But the income from local comprises a great deal of automotive-dealer and county-dealer organization advertising, a great deal of national advertising billed locally to get the local rate, and much advertising of national advertisers placed at the local rate by local branches, distributors, retailers, etc. Broadcast advertising is too young to have completely straightened out its relations in regard to retail and general, local and national rates and credits.

"So when you get down to discounting the newspaper and magazine figures, and adding to broadcasting the real national advertising billed as local, the infant broadcasting business has a very good case for its claim to leadership."

The broadcast advertising figures do not include transit or store broadcasting in the radio and television total. In combining radio and TV, NARSR says they "are at least as close as Sunday magazine supplements and daily newspapers. Television stations in many cases are operated by owners of AM stations. The national networks are both AM and TV networks. NARSR members who represent the stations for the sale of national spot time have contracts with the vast majority of the leading radio stations and with 72 television stations. The two arts of radio and television are closely allied in their creative, sales, talent, programming and most other functions."

Broadcast on War Aims

BROADCAST by Col. S. W. A. Marshall, military commentator of the *Detroit News*, on the issues involved in the Korean war and delivered over WWJ Detroit on Aug. 7 was reprinted in the *Congressional Record* last week by Rep. Gerald R. Ford Jr. (R-Mich.).

Connecticut Race

(Continued from page 28)

agency in New York. He felt the 3-1 ratio for television in point of time expenditures was a reasonable estimate.

Some of the programs will feature well-known political personalities including Harold Stassen, who is backing Mr. Bush's candidacy.

Radio-wise four stations had been set last week: WTIC WONS Hartford; WICC Bridgeport, and WNHC New Haven. It was indicated that many other Connecticut AM stations also would get portions of the funds to be parceled out by the Republican State Central Committee. New York stations are not included in his radio-TV plans at present, authorities said, though they may be added sometime in the future.

Sen. Benton, who must compete for the remainder of an unexpired term that runs out in 1953 under rules governing his appointment by Gov. Chester Bowles in 1949, will use one, five and 15-minute spots and programs on radio-TV. List of stations currently is being worked out, but it is known that a heavy proportion will go into radio.

As a former business associate and close friend of Gov. Bowles, Sen. Benton may elect to utilize a formula for radio introduced by the Connecticut governor in 1948. Gov. Bowles used 15-minute program slots for interviews instead of speeches by politicians. He also is credited with being the first to use the one-minute endorsement.

Mr. Bush lunched recently with top radio executives in Hartford, outlining views on his campaign and use of radio and television. Walter Haase, manager of WDRC Hartford, and other station officials attended.

Also running in Connecticut's Senatorial race is Sen. Brien McMahon, Democrat, for the full six-year term. His radio-TV plans have not been set, but it was expected that he would use as much radio-TV time, out of funds allocated by the Democratic State Central Committee, as Sen. Benton. Gov. Bowles also will use both media, it was understood, on behalf of his own campaign.

CENSUS REVISIONS

Made for Seven Cities

PRELIMINARY 1950 population totals for certain metropolitan areas have been revised by the Bureau of Census, Washington. Revisions and one new figure announced change seven of the preliminary totals published in the Aug. 14 MARKETBOOK. Following are the changes (Mktbk—Marketbook figure; Rev.—Revised figure since then):

	1950 Population	1950 Families	1950 Radio Families
Asheville			
Mktbk.	112,856	31,524	28,388
Rev.	122,557	33,968	30,582
Atlanta			
Mktbk.	663,711	185,394	165,554
Rev.	663,164	185,228	143,556
Baltimore			
Mktbk.	1,326,259	370,478	359,564
Rev.	1,320,754	368,925	.....
Birmingham			
Mktbk.	554,393	154,858	138,173
Rev.	554,186	154,683	133,367
Bridgeport, Conn.			
Mktbk.	(No metropolitan area figure available)		
Rev.	258,361	72,168	71,374
Buffalo			
Mktbk.	1,081,022	301,961	295,284
Rev.	1,081,695	302,149	296,176

Political Policies

ARKANSAS Broadcasters Assn. announced last week that it wants a survey of all other state broadcasters' organizations on policies or regulations governing political broadcasting on Election Day. Ted Rand, co-owner of KDRS Paragould, invites state secretaries to send him such information.

Fall Time Sales

(Continued from page 19)

business is enjoying the benefits of the fast growth that marks its brief history and the generally good state of the nation's economy. Rearmament activity has hit some of the hard goods industries which may cut advertising expenditures in some cases but dark spots in the coast-to-coast TV picture are infrequent.

The 106 TV stations now on the air will some day be faced with the competition of many new operations after the freeze is lifted, but few industry observers expect to see this happen in 1951 in view of the belief that the freeze will last until next summer.

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

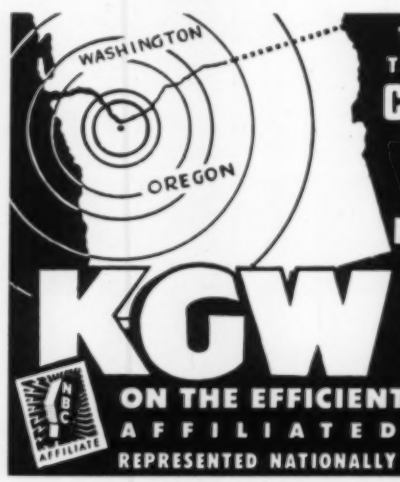
morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

KMBC of Kansas City

KFRM for Rural Kansas



THE ONLY STATION THAT ACTUALLY DELIVERS COMPREHENSIVE COVERAGE In the Nation's Fastest Growing Market PORTLAND OREGON

KGW

ON THE EFFICIENT 620 FREQUENCY

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

air-casters

RAY NEILAN, WKNB Hartford, Conn., to program director, succeeding **BERNIE MOORE**, resigned. **DAVE MOHR**, WTWN St. Johnsbury, Vt., to WKNB as announcer.

ROBERT FRYER, assistant to **Worthington Miner** in production of several CBS-TV shows, appointed casting director CBS-TV, succeeding **ELEANOR KILGALLEN**, resigned to operate her own casting service.

GEORGE CARROLL, assistant program director WEEU Reading, Pa., to program director. **NAN HECKMAN** to director of station relations and women's programs. **PETE SCHOFFSTALL** to continuity staff WEEU.

HAYWOOD MEEKS, WRFD Worthington, Ohio, promotion director, to WLW Cincinnati promotion department. Was with WASH (FM) Washington.

RICK J. LA FALCE, assistant publicity director Warner Bros. Theatres, Washington, and head of his own office, to WTTG (TV) Washington as director of publicity and promotion.

CLAUDE EVANS, chief announcer KOME Tulsa, Okla., to program director for outlet succeeding **LARRY ROBERTSON** (see FRONT OFFICE). **CHARLES CONNER** to KOME announcing staff.

MARCIA TILSEN, *Pioneer Press Dispatch*, St. Paul, to promotion department WCCO Minneapolis.

CURTIS L. WELBORNE to program director WGBG-AM-FM Greensboro, N. C. **H. MARIE CRAVEN** to traffic and promotion manager.

NASEEB S. TWEEL, film director WSAZ-TV Huntington, W. Va., to production manager for station. Was with WLSI Pikesville, Ky.

SHELTON KELLUM Jr., graduate Raleigh Broadcasting School, to staff announcer-disc jockey WJNC Jacksonville, N. C.

PAUL PIERCE, CBS Hollywood staff writer, named director of program writing, Columbia Pacific Network, replacing **CRAN CHAMBERLAIN**, resigned. Mr. Pierce with CBS from 1940 to 1942 as program executive, rejoining network this year.

JIM McLEOD, sportscaster CKY Winnipeg, to CKCK Regina announcing staff.

MARY IRISH, WSAY Rochester, N.Y., to publicity and public relations director WTTM Trenton, N. J.

KEN NILES, of KECA-TV Los Angeles, *Hunting and Fishing With Ken Niles*, signed for role in Universal International Studios "Fat Man" film.

JOSEPH RIVIERE, known as **Paul Riviere**, announcer WMAL-AM-TV Washington, ordered to active duty as 1st Lt., Air Force Training Center, Miami International Airport.

TOM MEEHAN, PETER RUSSO and **DONALD McDONALD**, graduates Broadcasters Network Studio, Hollywood, to KWOR Worland, Wyo., as announcer-operators.

GENE STULTZ, guitarist formerly with Artie Shaw, to WFEC Miami, Fla., as disc jockey.

BERT BUZZINI, resigns as farm editor KCBS San Francisco, to become radio director for California Farm Bureau Federation.

ELDON C. (Pete) BARR, program director KWSC State College of Washington, Pullman, resigns to establish program consulting services firm under his name in Yakima. No successor at Pullman will be named.

JOHN VIDOS, graduate Broadcasters Network Studios, Hollywood, to KROF Abbeville, La., as announcer.

ALAN THOMPSON, senior producer Western Division CBC, to assistant program director WEW St. Louis U., St. Louis.

FAYE STEWART, star of women's afternoon programs on KSFO San Francisco, starts half-hour afternoon kitchen program on KPIX (TV) same city.

MEL MARTIN, Philadelphia freelancer; **ERIC BOSE**, WFKY Frankfort, Ky., announcer, and **HELEN HOUCHEN** to WCPO-TV Cincinnati staff. Mr. Martin and Miss Houchen do 9:30 a.m. *Coffee Club*.

CRAN CHAMBERLAIN resigns as director program writing, Columbia Pacific Network, to return to show packaging.

SY LEVY, disc jockey WTXL W. Springfield, Mass., to WREB Holyoke, Mass.

IRVING PHILLIPS, playwright, joins writing staff KECA-TV Los Angeles *The Ruggles*.

DON KERR, announcer-producer WPAT Paterson, N. J., to program director of station. Was with WHK Cleveland, WOR New York and others.

Mrs. JEAN WINTERS and **Mrs. BETTY ROETHER** to music library WCKY Cincinnati, Ohio.

TAL HOOD, m.c. *Alarm Clock Club* and *Rhythm Ranch* WFGM Fitchburg, Mass., called to active service in Marine Reserves.

NEIL BAIRD to KGWA Enid, Okla., announcing staff. **TOM GILMORE**, KCHE El Reno, Okla., to KGWA announcing staff.

MRS. CAROLYN READ, UCLA graduate, to KHJ Los Angeles home economics department as assistant to **Norma Young**.

RICK CAMPBELL, announcer CKEY Toronto, father of girl, Aug. 13.

MYRTLE LABBITT, commentator CKLW Windsor-Detroit, in Europe to attend Assn. Country Women of the World Conference at Copenhagen, Denmark, as representative of Windsor-Detroit area. Her program will continue via letters and recordings.

KAREL PEARSON, NBC Hollywood program operations supervisor, father of boy, James Michael, Aug. 19.

MARGARET BRADFORD, staff artist CKLW Windsor, on leave of absence to take part in "Miss America" finals at Atlantic City, having won "Miss Canada" title.

JOHN ZEIGLER, creator Te-Ve, TELECASTING cartoons, is director-arranger for Varsitone Quartet, WLWT (TV) Cincinnati stars, who will appear at Moonlight Gardens, Coney Island, over Labor Day.

ART MERCIER, WBBM Chicago announcer, and Mrs. Mildred Seese announce their marriage, Aug. 12.

News . . .

Dr. BERTRAM L. HUGHES to news director KXLW St. Louis. Was with WHCU Ithaca, N. Y., and KXOK St. Louis.

BOB BROOKS, Houston freelance announcer and newscaster, to KNUZ Houston as news director.

GEORGE ROWE, Lt. Commander Naval Reserve, to WPCF Panama City, Fla., as newscaster.

BOB FLAHERTY, KWK St. Louis, to WCKY Cincinnati, as newscaster-announcer.

CHARLES M. ROGERS, instructor in Speech & Drama at U. of Maryland, to news director WEW St. Louis U., St. Louis.

HUGH FINNERTY, KTOW Oklahoma City, to sports director KGWA Enid, Okla.

JIM McGOVERN, U. of Minnesota journalism graduate, to news staff WDGY Minneapolis.

PEG ECK, news editor WMAL Washington, on seven-week trip to Europe. She will cover International Monetary Conference in Paris, and broadcast from various European capitals for ABC.

JOHN JEFFERSON, CBS New York news reporter, working at KCBS San Francisco while awaiting transportation to Korea for CBS.

Sarnoff Speaks

BRIG. GEN. David Sarnoff, chairman of the board of RCA, will discuss world conditions in an address titled "America is Challenged" before the banquet guests of the veterans of Foreign Wars at the Sherman Hotel in Chicago today (Aug. 28). The talk will be broadcast on NBC, 10-10:30 p.m.

PROFESSORSHIP honoring Charles E. Wilson, president General Electric Co., established at graduate school of business administration, Harvard U., in recognition of Mr. Wilson's 50 years of service to company.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

the truth about our favorite subject

. . . have the largest paid circulation of any radio trade journal: over 15,000. And more advertisers (national and regional): over 3000. More agencies (national and regional): over 2400. More station and network people: over 6400. More representatives and services: over 850. Plus a big group called "others": 2800. Add 'em up: paid circulation more than . . .

* **total** 15,500

*BROADCASTING . . . the largest paid circulation in the radio trade paper field

RADIATIONS

Dr. Armstrong Asserts FCC, RTMA at Fault

DR. EDWIN H. ARMSTRONG, inventor of FM, asserted last week that "FCC engineering incompetence" and "unsound commercialism in the manufacturing industry share the blame for today's FM and TV radiating receiver problem."

He warned that Radio-Television Mfrs. Assn. "will find its engineering being conducted for it by some government bureau, perhaps on a lower plane of competence," unless RTMA takes steps "to see either that [its] engineering is done properly, or that the facts about sound engineering be so plainly presented that responsibility for their violation can be squarely placed."

Dr. Armstrong presented his views in a letter to the FM Receivers Committee of RTMA, copies of which he sent to FCC Commissioners.

He submitted a report, prepared a year ago, comparing the radiations of two different makes of FM sets. The measurements were made 50 miles from New York. The set of one manufacturer, he said, destroyed reception of WCBS-FM New York "over a radius of one-half mile when the oscillator was tuned to radiate on CBS' frequency," whereas the set of another manufacturer had an interference radius of less than 500 feet under similar conditions.

He said Dr. W. R. G. Baker of General Electric, RTMA director of engineering, read his letter at an FM Receivers Committee meeting and that none of its statements were challenged, "although representatives of the organizations involved were present."

Dr. Armstrong said that in AM the radiating receiver problem "was solved and has been forgotten" for 20 years, and that its appearance in FM and television "is a disgrace to the engineering profession."

"It is the result of the disregard of rules of engineering that were known 20 years ago." he said. "In both FM and TV these rules have been and are now being flagrantly violated by a large part of the industry, perhaps to their immediate profit but certainly to the ultimate detriment of the public."

Cites Interference

He reiterated that FCC's transfer of FM from the low to the high band "brought about the interference which, without the move, could not have existed," but that this was not "the major error in judgment," He continued:

The major error is the allocation of the frequencies of an air navigation service to a place within the interference range of FM and television sets where, with a large number of sets scattered about the country, the chance of something going wrong, even with properly designed sets, must be considered. Why some of the non-vital types of air-communication services were not assigned there to serve as a buffer region so that all services adjacent to safety of life channels could be under CAA supervision, is something in need of much explanation.

There is likewise a second question which requires answering: Why is the guidance of a ship and its passengers entrusted to a transmitter having the peanut-like power of 200 w—just about a quarter-horsepower, when thousands of horsepower are employed in the other part of the transportation problem; that of keeping the ship in the air? Sound engineering judgment would dictate the use of sufficient power from ground transmitters to over-ride even chance radiations from damaged FM or TV sets or diathermy sets out of control.

Equal lack of foresight came to light a few years ago when planes were provided with superheterodynes for instrument landing operation with insufficient image rejection against FM transmitters in the center of the band.

Dr. Armstrong felt FCC Chairman Wayne Coy should be "commended for bringing into the open a problem which both the Commission and the industry have been aware of for at least two years." But, he said, "this Commission . . . would inspire more confidence were it to admit the mistakes of the former Commission, in whose actions the basic responsibility lies . . ."

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 25 OF THIS ISSUE

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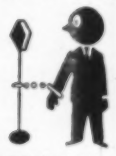


J. H. LLOYD, producer-director Video International Inc., N. Y. package agency, resigns to join Radio-Video Assoc., Holywood, in same capacity.

JOHN S. BROOKS, on Chicago planning staff Jam Handy Organization, to firm's Detroit office.

JOE BIGELOW, director *The Story of Dr. Kildare* for MGM Radio Attractions, resigned for series, and named director *The Hardy Family*. **CAREY WILSON** substitutes for **HOWARD DIETZ** as host on *MGM Theatre of the Air*, during latter's vacation.

WCFM (FM) Washington to carry series of political analyses by **LOUIS H. BEAN,** election forecaster. Open-end transcriptions also carried by WFDR (FM) New York, WCVO (FM) Cleveland, WDET Detroit, WVUN (FM) Chattanooga and KFMV (FM) Los Angeles. Those interested may obtain series from WCFM for $5 per show. Series runs weekly from Sept. 9 to week after election.

MILTON D. KRUEGER, instructor in journalism, and **RAYMOND F. STEWART,** research associate, to Emory U. Bureau of Communications Research, Atlanta, Ga.

FREDERICK A. BREWER, co-author *Creative Broadcasting*, to staff Ithaca (N.Y.) College as instructor in radio.

HOWARD F. TODMAN, business manager Mark Goodson-Bill Todman Productions, father of girl, Leslie White, Aug. 16.

ROBERT C. HOUGH, assistant superintendent Senate Radio Gallery, and Anne Roeder were married Aug. 19.

VONNA RECORDS Inc., L. A., has completed 12 15-minute transcriptions, *Navy Star Time*, for Navy Recruiting Service. Shows feature leading popular singers. **EDDISON Von OTTENFELD,** president, produced series; **AL SIMON** wrote and directed.

SESAC Transcription Library, N. Y., ships 26 scripts for *Mister Muggins Rabbit* to subscribers. Promotion features three-color, 12-page booklet, containing sketches of Muggins and selling tips.

BACKGROUND ENGINEERS Inc. formed in Hollywood to rent projectors, screens, and slides for [illegible] backgrounds. Principals are [illegible] **GREEN** and **WILLIAM TILLIN** Hollywood commercial still photographers. Offices at 1103 El Cen[illegible] Firm organizing sales force to cover all TV cities.

BRIGGS MFG. Co., Detroit ([illegible] hold utensils), releases complete portfolio of radio advertising material to its 500 wholesale jobbers.

PASADENA INSTITUTE for Ra[illegible] moves to new studios at 5910 Sun[illegible] Blvd., Hollywood.

SPRINGBOK PICTURES (Pty.) Ltd., Margate, Natal, S. Africa, publishes brochure concerning Africa and [illegible] duction of TV films underway there.

Equipment . . .

WILLIAM RICHTER to cover N. Y. state north of Westchester and Rockland Counties for Insuline Corp. of America, Long Island City, N. Y. **GERBER SALES Co.,** Boston, [illegible] signed New England territory.

RADIO ENGINEERING Labs., Long Island City, N. Y., introduces RE Model 720 Remo receiver, new method of piping FM background music.

Technical . . .

ROBIN D. COMPTON, chief engineer WOIC (TV) Washington, to NBC N. Y., in TV engineering under Robert **E. Shelby.** Mr. Compton was with NBC from 1934 to 1946.

FRANK HAYNES, engineer-announcer KANE New Iberia, La., to staff WPCF Panama City, Fla.

HOWARD P. COHEN, graduate RCA Institute, to staff engineer WJNO Jacksonville, N. C., also handling promotion and publicity.

BOB SMITH, head electrician KECA-TV Los Angeles, father of boy, Robert Warren, Aug. 10.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums

HURRICANE REPORTS ● ● ●

WQAM Miami and WLOF Orlando, Fla., gave worried citizens reassuring reports on progress of storm headed towards Florida fortnight ago. WQAM sent Chief Engineer Gene Rider through eye of hurricane in plane, while storm was 200 miles east of Bahamas. Wire recordings of reactions of men aboard plane to hazardous flight were given, plus interviews with pilot, co-pilot, navigator, and aerologist. Records edited into 30 minute show and aired Aug. 17. Mr. Rider also reported on storm on ABC's *Headline Edition* that night. Station remained on-the-air 24 hours daily during crisis bringing weather bulletins to listeners. WLOF gave three airings of speech by Warren Johnson, chief of U.S. Weather Bureau, Lakeland, at Rotary club meeting Aug. 16. Statistics of casualties from previous storms as well as history of hurricanes were discussed.

COLORFUL MAILING ● ●

WCUE Akron, Ohio, sends agencies set of vari-colored folders promoting station's news, music, personalities and merchandising features. Mailings went out at 10-day intervals to arrive in timebuyers' hands before arrival in N. Y. of Thomas P. Egan, WCUE merchandising director, and Tim Elliott, newscaster.

SARATOGA RACES ● ● ●

GEORGE R. NELSON Inc., Schenectady, N. Y., sent invitation to trade for Saratoga Race Meet July 31-Aug. 26. Folder resembled track selection sheet. Cover was green with words "They're Off at Saratoga." Verse inside tells of few days left in which to attend.

CROSS-BORDER SHOW ● ●

CFRA Ottawa, Can. *Greetings from Potsdam*, nightly 7:30-10 p.m., July 24-29. Show featured participation by Potsdam (N.Y.) Chamber of Commerce, Merchants Bureau and Clarkson College of Technology. Theme was arousing of interest in Potsdam for Canadians planning trips to U.S., and three Community Sales Days, held in Potsdam during latter part of week. Sale promotion was directed at persons in and around Potsdam, 70 miles from Ottawa. Station reports promotion of both angles was highly successful.

★ ★ ★ ★ ★ ★ ★

COW CONTEST

WEAU Eau Claire, Wis., gave new twist to coverage of district fair. At Northern Wisconsin District Fair station sponsored "cow personality" contest, open to entries in dairy livestock division. June Preisser, motion picture starlet, and state's "Alice in Dairyland" judged five grand champion dairy cows on basis of appearance, behavior, bovine charm and, of course, personality. Winner given title, "Claire the Personality Cow," and will be used as farm trademark of WEAU in its agricultural promotion. Contest held in front of grandstand, with winner displayed in special WEAU tent for remainder of afternoon.

★ ★ ★ ★ ★ ★ ★

'SAUCER' REPORTS ● ● ●

KLRA Little Rock aired telephone interviews with eye witnesses of first flying saucer reported in Arkansas. Mark Weaver, news director, obtained interview series from witnesses at different points, charting route of reported object for 20 miles.

WFIL-TV CLAIMS ● ● ●

WFIL-TV Philadelphia releases to trade brochure stressing pull of ABC's *Stop The Music* during 11-month period, amounting to over two million pieces of mail. WFIL-TV claims it pulled 294,910 pieces, or 15.1% of 26-market total.

'WDSU DAY' ● ● ●

WDSU New Orleans sponsored "WDSU Day" at Pontchartrain Beach Aug. 25. WDSU radio and television celebrities contributing to program, including Cisco Kid and Dick Bruce, WDSU disc jockey. "Miss New Orleans Television Queen" named in WDSU-TV finals of city-wide contest. Souvenir gifts and "surprises" given to children and other participants in celebration.

SHOWTIME ● ● ●

ABC-TV, *Showtime, USA*, Dodge Div., Chrysler Corp., through Ruthrauff & Ryan, N. Y. Show is conducted by American National Theatre and Academy, with organization's president, Vinton Freedley, as producer and host. Howard Teichmann, writer and director of ANTA radio series, is associate producer. Winston O'Keefe is executive producer for agency. ANTA receives royalties from productions which will be used to further its theatre promotion work.

MAP STUDY ● ● ●

COLUMBIA Pacific Network BMB maps, prepared from BMB Study No. 2 and showing day and night audience for Pacific Coast areas served by 14 CPN stations, distributed by Radio Sales, Radio and Television Stations Representative, CBS. Folder contains day map and similar night layout with footnotes summarizing BMB findings.

TV CARNIVAL ● ● ●

WSM-TV Nashville, Tenn., Aug. 13-17, Television Carnival. Twenty continuous hours of telecasting featuring many entertainers and performers sponsored by station. Event was advance promotion for station starting formal television operations Oct. 1.

MIDWAY D.J. ● ● ●

KFEL Denver's disc jockey, Ronnie McCoy, brings new twist to his *Kilocycle Club*, 10 p.m.-midnight show. Program aired from Elitch's Garden, amusement park, with music from name bands playing in ballroom, until 10:30. Interviews with stars between records take up remainder of time.

CARDS MAILED ● ● ●

WPEN Philadelphia sending trade series of 6x9 inch cards. Utilizing results of May-June 1950 Pulse ratings, illustrated cards play up various angles of station's audience and programming. One card is mailed weekly for five weeks.

RAILROADING STORIES ● ●

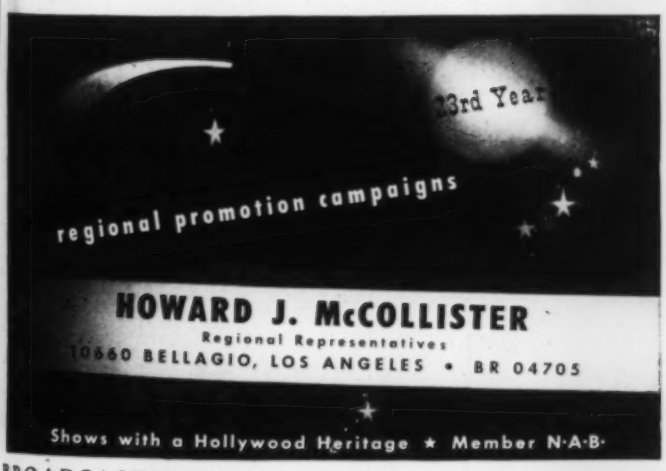
WSAT Salisbury, N. C., *Tales of Southern Railroading*, Sun., 1:30-2 p.m., started Aug. 27 to run through Oct. 1. Public service series developed in cooperation with Southern Railroad. First 15 minutes devoted to dramatizations of human interest stories of railroading—special delivery dog which meets train to collect mail; distribution of old railroad bells to churches, etc. Last half of show uses transcribed on-the-spot interviews from railroad shops, communication office and switching yard. Series developed by W. F. Fleming, program director; George Allen, announcer, and Southern Railroad officials. If successful in Salisbury, distribution to other stations for public service airing planned.

WFEC SIGN ● ● ●

WFEC Miami, Fla., newly remodeled studio displays sign covering one entire outer wall. Map of Florida peninsula painted in orange, station call letters on banner painted in royal blue and frequency are shown.

AMATEUR SHOW ● ● ●

WBZ-TV Boston Aug. 27 inaugurates programming in new auditorium studio with *Community Auditions*, amateur show for local talent debuting with B. A. Rolfe as m. c. Heard Sun., 2:30 p.m., winner is guaranteed special audition for following Tuesday's NBC-TV *Original Amateur Hour*. Eliminations lead to scholarship or $250 prize.


3rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced manager for kilowatt daytime station in medium sized metropolitan area. Good salary. Reply Box 220G, BROADCASTING with references.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Experienced, aggressive salesman for midwest network affiliate. Full details with first letter. Box 115G, BROADCASTING.

Wanted, young experienced time salesman to join staff of NBC affiliate in California. Must have car. Give education, age, references, photo and military status. Box 124G, BROADCASTING.

5 kw network affiliate, major New England market, needs experienced, aggressive salesman. Must have proven sales record. Unlimited possibilities for producer. Prefer man now selling New England. Box 169G, BROADCASTING.

Salesman wanted for 1000 w daytime independent, in market over 200,000. Must have car. Salary and commission. Write to Sol Robinson, WLIZ, Bridgeport, Conn.

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Experienced announcer for staff, special events and some sports work. Must be able to ad lib and do MC. Network affiliate in southeast. Box 161G, BROADCASTING.

Central Pennsylvania station has opening for all-round good announcer with combination experience. Right man can earn $60.00 to $70.00 weekly to start. Give complete details first letter. Forward disc Box 204G, BROADCASTING.

Announcer immediately. Experienced staff man who knows board. Young, livewire with good training. Air mail audition, photo, complete information or appear for audition. WBRM, Marion, N. C.

All-round topflight announcer wanted, also exeprienced farm director for Springfield, Illinois' largest station. Send all particulars and disc. WMAY, 418 Reisch Bldg.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Living accommodations available. $240 per month start. Send disc and letter giving reserve or draft status. WNNT, Warsaw, Virginia.

Experienced combination man. Emphasis on announcing. Audition necessary. WOND in Pleasantville, New Jersey.

Technical

Combination engineer - announcer wanted immediately. Excellent working conditions in progressive station and community of South Atlantic states. Give complete story first letter. Box 203G, BROADCASTING.

Wanted: Experienced engineer-announcer 250 watt daytime station. Send disc, photo WEAB, Greer, S. C.

Production-Programming, others

Promotion man, announcer, good opportunity, some announcing necessary. Eventually assume full time promotion duties. Immediate opening. Call, wire or write, Ridley Bell, WGBA, Columbus, Georgia.

Situations Wanted

Managerial

Sales manager with brilliant record of achievement seeks change with equitable returns for maximum billing all year round. Box 600F, BROADCASTCAST.

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

College community sought by successful small market manager 35, degree, family, 12 years broadcasting. Box 657F, BROADCASTING.

Station manager. Presently employed manager fulltime network station. Twenty years experience at agencies, network and stations. Family man, aged 42, desires buy and manage small station midwest area or enter partnership or syndicate with interest to manage station. Reply Box 921F, BROADCASTING.

Manager (with investment): Thoroughly experienced manager, definitely sales minded seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager. Eighteen years experience. Midwest or west only. Box 28G, BROADCASTING.

General manager available September first. 18 years experience all phases. Family man, sober, reliable and a top record of production. Will invest. South only. Box 110G, BROADCASTING.

Manager, long on experience, short on capital. Looking for situation where results will pay off with stock in company. Best background and references. Write Box 160G, BROADCASTING.

Experienced, versatile manager, presently successfully employed, desires position with good potential. Let me tell you of my abilities, limitations and history. Prefer small or medium market. Box 181G, BROADCASTING.

Manager, 25 years in broadcasting, engineering and ownership background. Executive ability. Box 183G, BROADCASTING.

Manager, presently operating 250 watts in small market area profitably since inception. Strong on sales, topnotch announcer all phases. Desire change, prefer midwest. Box 189G, BROADCASTING.

Combination manager-chief engineer. Sales and economy-minded. Over 18 years in broadcasting. Would like to take your CP or existing facility and make it a profitable operation. Non-drinker, draft exempt, married. Available on customary notice. My present employers know of this ad. Box 190G, BROADCASTING.

Salesmanager-manager successfully employed now and for past ten years in one of the country's ten leading markets desires position on the west coast. Have excellent sales record under severest competition, references on sales ability as well as general ability on entire radio operation available from reputable people. 35 years old, married with two children. Will submit photo and other pertinent information to interested party. Require sufficient notice to give present employer adequate time notice of resignation. Will appreciate and hold in confidence information on your situation offered. Write Box 198G, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Salesmen

My daytime station only earned over half-million net in six years. Let me do it for you thru sales, programming, publicity, promotion. Box 601F, BROADCASTING.

Salesman would like to employ six year background of sales, programming, copy, announcing to do good selling job for you. Opportunity for permanent position important. Box 152G, BROADCASTING.

Salesman, program director, newscaster, announcer looking for a permanent opportunity in Minnesota or adjacent state. Better than average salary required. Have had twelve years experience. Write for further details. Box 174G, BROADCASTING.

Part time salesman with good voice, plus continuity, news and programming background, wants new position with emphasis on sales. References. Box 177G, BROADCASTING.

Experienced salesman-announcer, 38, creditable record both fields. Salary and commission. References. Box 210G, BROADCASTING.

Build the salesman you want. I offer the necessary material. Mature, imaginative, industrious. Excellent record as technician AM and TV. Box 215G, BROADCASTING.

Announcers

Major league baseball announcer. All sports. Staff. College graduate. Married. Box 910F, BROADCASTING.

Topflight college basketball, football, AA baseball staff announcer. Excellent recommendations from radio, major league baseball and national advertising execs. Seeking year-round sports and/or staff that pays right. Contact George Taylor, WJLD, Birmingham, Alabama. Phone 66172 or Box 179G, BROADCASTING.

Staff announcer specialty news 5 years metropolitan experience including TV. Available immediately. Prefer southsouthwest. Married. Box 97G, BROADCASTING.

Draft exempt! Experienced, seek permanent job competent organization. Accounting, announcing. Box 107G, BROADCASTING.

Air salesman, proven results, mature, versatile voice. Experienced, write, create own shows, news, public events, 33, married, college. Presently employed SE Mutual affiliate, desire more metropolitan area. $75 minimum. Box 139G, BROADCASTING.

Three years commercial experience with nets and independents. College graduate. AM presently employed, but desire work with more progressive outfit. Do all type programs including sports color. Can build audiences. Personal interview 200 miles Newark. Will prove I will be an asset to your organization. Box 143G, BROADCASTING.

Sportscaster-announcer, college grad, single, draft deferred, strong all sports. Box 150G, BROADCASTING.

Announcer-writer, news editor, three years experience top mail pull, west or midwest. Box 153G, BROADCASTING.

Announcer, steady, reliable. Good voice, some experience. Strong commercial sell, good news, relaxed DJ. Available two weeks. Disc, photo on request. Box 156G, BROADCASTING.

Announcer, DJ, presently large indie, desire tough competitive market. Top rated shows. Box 163G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, seven years experience. Excellent references. Veteran, age 2[illegible], minimum $70. Change desired. Box 165G, BROADCASTING.

Newscaster-commentator wants contact with alert independent station desiring to improve program content and attract listeners by upgrading from listless parrot-like reading of ticker. Capable mature man with pleasing voice well versed in public affairs and with high sense of balance in general order of things. Can go slow with struggling station. Box 166G, BROADCASTING.

Attention badger broadcasters: Young experienced announcer (one and a half years with 1000 kw indie) looking for steady position with progressive station. Married, vet. "In person" audition for any Wisconsin station. Top for neighboring states. A-1 references. Box 167G, BROADCASTING.

News editor-announcer, young, but experienced. Presently employed station. Will start $40. Will travel. Box 168G, BROADCASTING.

Attention stations in Pennsylvania, New York, New Jersey. Announcer, disc jockey, morning man, employed interested in a position with a station looking for a man with five years experience in radio, educated in television, married and looking for a place to settle down. Disc and photo upon request. Write Box 171G, BROADCASTING.

Sports director not just another would be sportscaster. Now employed by national sponsors in major market. Excellent voice. Brilliant play-by-play reporting football, basketball, baseball based on five years of intense work. A young man who can provide you with the best. Air checks available. All replies considered and answered. Box 175G, BROADCASTING.

Top minor baseball announcer, all sports, staff, college grad, married. WJLD, Birmingham-Bessemer or Box 180G, BROADCASTING.

Sportsman, experienced baseball, football, basketball, boxing. Married. Looking for live station in sports community. Excellent sport shows. All phases radio. Box 184G, BROADCASTING.

Experienced announcer. Three years staff and sports announcing and console operation. Completing refresher course at well known radio school September 22. Age 31, family. Best references. South preferred. Box 191G, BROADCASTING.

Announcer with leather lungs and strong stomach. Experienced in copy, console. Failing stations my specialty. Box 192G, BROADCASTING.

Position wanted: Announcer, experienced operator control board, 23, good voice, no licenses. Box 194G, BROADCASTING.

Available September 23rd. Capable announcer, 5 years experience, college, family, excellent programming ideas. Will go anywhere to work for progressive station offering chance for advancement. Box 196G, BROADCASTING.

Immediately available leading school grad, 1st class phone familiar with turntables and audio consoles. Vet, single, sober, all offers considered. Box 199G, BROADCASTING.

Early morning personality. 12 years experience. Unusual voice and style guaranteed to bring audience and sales. Have publicity proof of results. Now in N. Y. area. Interested in midwest or west. Disc, photo, etc, on request. Box 201G, BROADCASTING.

Announcer-newsman, well-rounded background. Experienced gathering, writing local news, processing wire copy. Also special events. Can produce saleable newscasts in competitive market. Top references. Prefer large midwest outlet. Box 202G, BROADCASTING.

Experienced announcer. 3 years all types programs. Newscaster with distinctive voice. B. S. in Speech. Programming experience. Married veteran. Now employed. Box 205G, BROADCASTING.

Available immediately. Announcer, program director, 5 years experience, versatile with excellent voice. Family man, 33, desires position with future. Northeast preferred. References. Box 207G, BROADCASTING.

Announcer, writer, three years experience, seeks permanent position. Top disc show, veteran above draft age. Best references. West or midwest. Box 208G, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-writer, strong on news, music, sports. Good sell. Creative ideas, imagination. Thorough knowledge radio. Veteran. Will travel. Disc, photo, sample continuity on request. Box 210G, BROADCASTING.

Announcer, 3½ years experience. Strong on news, commercials, special events. Box 212G, BROADCASTING.

Announcer-writer. Two years college. Thorough knowledge radio. Strong on news, commercials. DJ. Knows music. Operate console. Dependable, hard worker, top references. Veteran, will travel. Disc, photo, details available. Box 213G, BROADCASTING.

Sportscaster, experienced play-by-play all sports. Staff, publicity, promotion experience. TV production trained. Veteran, non-reserve, college grad. Box 214G, BROADCASTING.

Announcer, network delivery. Thoroughly experienced all phases radio. Excellent recommendations. Mark Andrews, 3148 Wilson Ave., Chicago. Irving 8-1681.

Announcer, three years; solid background, capable, reliable family man; disc and references. George W. Cardell, 647 W. Hutchinson, Chicago 41, Illinois.

Sell your story; sell your story with Bob O'Donnell, mail order announcer who can really move merchandise. Hillbilly and pop DJ. Disc available. Veteran. 74 N. Park Rd., La Grange, Illinois.

Variety of radio school training, news, announcing, writing, acting. Excellent voice and diction. Steady, reliable family man, 30. Disc, picture available. Will travel. Ralston Smith, 6502 S. W. Vermont St., Portland 19, Oregon.

Technical

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, 2½ years, transmitter, remotes, tapercorders. 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Chief engineer, 15 years intensive experience all phases AM and FM engineering includes setting up 6 element directionals. Ready for TV. Management minded with excellent personnel relations. References include top broadcast consultants and executives. Box 805F, BROADCASTING.

Chief engineer soon available for construction or installation. Consider remaining as chief if mutually advantageous. Fifteen years continuous experience. Best references. Correspondence invited. Box 2G, BROADCASTING.

Engineer, 1st class telephone, seeking engineer or combination position, inexperienced. Box 145G, BROADCASTING.

Graduate leading midwest AM-FM-TV technical school, 1st phone, 1 year college, 20, married, one child, desires employment. Box 162G, BROADCASTING.

Draft exempt chief engineer, 47 years old with 25 years communications and research experience, 10 kw FM and AM with four element antenna. Studied TV. Prefer southern half U. S. Box 173G, BROADCASTING.

Experienced engineer, 41 years old, over 25 years in broadcasting desires chief engineer's position of group or regional chain. Box 182G, BROADCASTING.

Experienced radio engineer, presently chief 250 network affiliate desires change. Will build from ground up or work established station. Experienced combo man, too. Can build new station on minimum amount of equipment as am used to restricted budget. Will take new station on salary or minimum salary and part interest. Box 185G, BROADCASTING.

Engineer. Presently employed 250 w station as relief during vacation time. Available September 5th. AM transmitter, remotes, console, taperecording experience. Single, reliable, veteran, 23, references. Have car, will travel. Box 186G, BROADCASTING.

License, degree, 12 years experience as engineer. Box 209G, BROADCASTING.

Chief engineer available immediately, experienced construction, operation, maintenance. Veteran, married, wishes settle southwest, permanent position. Best references. Write Box 214G, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. Available immediately. 5 years experience maintaining, operating, installing AM xmtr to 5 kw, FM to 20 kw, mastercontrol room, recording, remotes, etc. 1½year TV repair. Desires permanent position. P. O. Box 5811, Metro Station, Los Angeles 55, California.

Experienced engineer in AM & FM transmitter and console operation. Young, single, do not smoke or drink. Have car. Eugene Brown, Alden, Iowa.

First phone. Prefer middlewest. Howard G. Fullmer, 215 Dunham Ave., Des Moines, Iowa.

First phone license, experienced trans. operator, remotes, tape, 250 and 1000 w. J. Herman, 338 Lincoln Pl., Brooklyn 17, N. Y.

Experienced, 250 w to 50 kw, first phone. Operation and maintenance transmitters, studio, remotes, tape-recorders. Car, 23, single, sober, never fired, will travel. Presently employed. Available after 8th September. Earl Ladendorf, Route 1, Box 39, Des Plaines, Illinois. Phone VA 4-5292.

1st phone (1950)—No broadcast experience. 18 years Coast Guard radio. Draft exempt. Good voice for combo. W. E. Waddell, Box 232, Jacksonville Beach, Florida.

Production-Programming, others

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcing-production large city. Box 89G, BROADCASTING.

Newsman—25, married, BA, employed, also some experience newspaper, public relations, radio continuity. Seeks position eastern station. Asks only living wage, job with future. Box 105G, BROADCASTING.

News editor-program director, 7 years experience. Available for personal interview. Box 126G, BROADCASTING.

Livewire young personable college graduate, executive secretary, radio background seeks position production, continuity, radio, TV. Available September. Write Box 128G, BROADCASTING.

Program - production, manager - writer with showmanship, AM or AM-TV setup with future. 12 years same station. Best references. Draft exempt. Write result - getting commercials. Scripts sold to nets. Successful director Little Theaters 4 years. Know staging, camera angles, lighting, direction. Available September. Details, personal interview arranged. Box 142G, BROADCASTING.

PD, announcer, DJ, original imaginative programs. Now large indie; desire tougher, competitive market. Box 164G, BROADCASTING.

Newsman three years. Journalism graduate. Present news editor station where organized successful news operation. Desire same opportunity with another station seeking top news coverage or starting news department. Know special events. Box 172G, BROADCASTING.

Let me send you several pieces of my copy, and you'll agree I'm the right man for your continuity department. Seek betterment in progressive station, western community preferred. Thoroughly experienced. Age 32, unlikely to be drafted. Samples and full details on request. Box 178G, BROADCASTING.

Consistent copy that sells day after day. Experienced copy, continuity writer; thorough knowledge production; former announcer, actor; wants to locate with station that offers a future. Age 26, married, veteran. Box 188G, BROADCASTING.

Continuity writer with creative programming background, five years experience, able to do disc work and interviews, etc. Married and looking for a place to settle. Box 193G, BROADCASTING.

News and special events man with PD experience available October first. Now employed in Minneapolis. Prefer news but also do personable disc show. Best references. Draft exempt. Box 195G, BROADCASTING.

Situations Wanted (Cont'd)

Program director available immediately. Eight years experience programming, promotion, sports, news and music. 33 years old, married. Reliable, industrious and ambitious. Good references. Will consider any good opportunity. Box 200G, BROADCASTING.

Young lady, Master's Degree, experienced script, newspaper, public relations, available September. Box 206G, BROADCASTING.

For Sale

Stations

Southwest daytimer, exclusive, good market, good equipment. Now grossing $50,000 year. Owner's "take" this year will be more than $16,000. Priced for quick sale at $35,000., down payment, $15,000. Box 170G, BROADCASTING.

Equipment, etc.

5 kw W. E. Co. AM transmitter removed from service August 1, 1950. Also frequency and modulation monitors, spares, etc. Box 197G, BROADCASTING.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never unerated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

4 RMC transcription arms complete with pickups; 1 portable Brush soundmirror; 2 chrome plated mike stands; 1 RCA wall cabinet with jack strip and audio block; 1 BCS 1A switching unit; 1 RCA banquet stand; 2 Gates pre amps with power supply; 2 32 10wx Thordarson amps; 2 RCA 73B recorders complete with switching console, amps, heaters, vacuum pump, microscopes, etc.; 3 Shure #55 multipedance microphones; make offer for any or all equipment, all offers considered. Contact E. G. Thoms, General Manager, WKJG, Fort Wayne, Indiana.

Ten-250 feet.; nine-220 feet; five-500 feet; six-350 feet; seven-375 feet. All above towers are new uniformed cross section, guyed type with all necessary equipment. Will deliver and erect anywhere in the United States. Call 3348, wire or write Consolidated Tower Co., Petersburg, Virginia.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Experienced manager will buy all or part of AM station now losing money. Write Box 111G, BROADCASTING.

Equipment, etc.

Two used Magnecorders, portable, single channel #PT6-JA tape recorders. Address replies and full information to W. H. Carman, Chief Engineer, KOAT, P. O. Box 1419, Albuquerque, New Mexico.

Miscellaneous

Edward Fridgen, contact J hn, KWJJ, Portland. Good news.

Help Wanted

Salesmen

$10,000 JOB OPEN

One of the country's best radio stations is looking for a man to understudy its Vice President in charge of sales and to direct its promotion. Must be under 36, must have outstanding record of selling radio locally and nationally. Must prove ability to sales manage and direct promotion for middlewest property that tops million mark annually and should surpass million and a half in next three years. Starting salary is $10,000 with excellent opportunity for advancement. Send complete details to

BOX 10G,
BROADCASTING

Situations Wanted

Announcers

- **MORNING MAN**
- **SPORTS MAN**
- **AIR SALESMAN**

Presently employed Washington, D. C. Can build and write top-flight, saleable show. Desire locate midwest or south. Dependable, married vet. Female station managers need not apply. Disc, photo, details.

• BOX 219G
BROADCASTING

(Continued on next page)

AVAILABLE

SALES EXECUTIVE-SALESMAN

BROAD EXPERIENCE—CREATIVE PLANNING, MANAGEMENT AND SALES IN RADIO BROADCASTING, GENERAL ADVERTISING AND MERCHANDISING.

Having recently completed the establishment of a network of selected franchise holders in forty major markets involving an approximate capital investment of two million dollars, this executive-salesman is open for immediate consideration of a proposition offering participation in fruits of results achieved. He has a highly creditable record in sales and management capacities requiring enthusiastic, progressive action and mature judgment in the handling of sizable operations. Modest compensation will be acceptable to close connection with an enterprise of promise.

ADDRESS BOX 216G, BROADCASTING

Situations Wanted (Cont'd)

Managerial

Manager-Commercial Manager
Available Now

Eleven years of successful selling and sales promotion . . . well established in midwest and eastern national markets . . . excellent record of organization and sensible operation. Top industry references. Interested only in major market station.

BOX 218G, BROADCASTING

MANAGER-CHIEF ENGINEER

Have proven formula for low cost operation your local or daytimer. Age 40 with 15 years experience management, sales, programming, announcing, engineering. Construction, maintenance DA, AM, FM. Will head your engineering one to 50 kw. Finest references. Available immediately. Wire or write Box 563, Hays, Kansas.

'SILENCE' RULE

FCC Stiffening Attitude

FCC SIGNIFIED fortnight ago that it may be stiffening its attitude toward the requests of licensees who want to take their stations off the air temporarily—usually for financial reasons.

In a public notice the Commission Aug. 17 announced the text of a letter to KCHE El Reno, Okla., granting its request to remain silent for 60 days but making clear that the station must then resume operation or forfeit its license.

If the proposed "reorganization" results in a transfer of control, FCC asserted, the appropriate transfer application should be filed within the 60 days' authorized silence.

In other actions last week, however, the Commission granted several other silence requests. These included KPHC Walsenburg, Col., "to remain silent for an additional period of 60 days from July 28"; WMFM North Adams, Mass., "further extension to remain silent to Oct. 1"; WILA Woodstock, Ill., "extension until Sept. 5, to remain silent in order to effect a reorganization"; WIZZ Wilkes-Barre, "to remain silent for a period of 90 days, to correct the station's antenna system and effect a financial reorganization of the permittee corporation."

The letter to KCHE asserted:

The Commission has the responsibility of administering the Communications Act of 1934, as amended, so that the available channels of radio transmission will be used to serve the public interest, convenience and necessity. The Commission is required to make assignments of licenses, frequencies, hours of operation and power so as to provide a fair, efficient, and equitable distribution of radio service throughout the U. S. The grant of authorizations to remain silent for prolonged periods of time is inconsistent with the efficient utilization of the radio broadcast facilities.

In view of the foregoing, the Commission is granting your authorization to keep Station KCHE silent for 60 days from the date of this letter. If your station is not ready to resume operations by the expiration of this authorization, you will be deemed to have abandoned your license and the license will then be cancelled.

In the event that the contemplated financial reorganization . . . should result in a transfer of control, prior Commission approval must be secured before Station KCHE resumes operations. You are further advised that if a transfer application is found to be necessary, it should be filed within the 60-day period of authorized silence.

KCHE, established in 1948, is licensed to KCHE Inc., owned by Ross K. Prescott and C. C. Woodson. It requested the 60-day silence period "in order to procure new studios, and for the purpose of refinancing and reorganization," FCC said. It is a daytimer on 1590 kc with 500 w.

The Commission also made plain that the authority to remain silent "is subject to the continued lighting of the antenna structure . . . in accordance with . . . the Commission's rules."

WWBZ To Fulltime

WWBZ Vineland, N. J., owned and operated by Community Broadcasting Service Inc., will begin fulltime operation soon, according to Fred M. Wood, general manager. Appointment of John Serra as commercial manager also was announced. WWBZ is licensed for 1 kw on 1360 kc.

Southwest Network Property — $125,000.00

This is one of the well known network facilities that has been established for more than 20 years. It is located in one of the southwest's important and fastest growing markets, is quite profitable and billing is increasing. Included in the purchase price is real estate having an appraised value in excess of $60,000.00. Price can be reduced by that amount if real estate is leased.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

G. I. Network

THREE-STATION network, answering the Communists' "Seoul City Sue," has been set up in Korea by the U. S. Army's First Cavalry Division. Maj. Hal Stewart of El Paso, Tex., said world and local news, hillbilly and swing music will be broadcast nightly between 7:30-8 to troops in and around Taegu, Pusan and Masan.

HAGUE MEETING

Delay Sustained by ITU

U. S. proposal to postpone next month's Radio Conference on frequency allocations and other points has been sustained by the Secretary-General of the International Telecommunication Union in line with the American belief that "it would be impossible . . . to obtain substantial agreement on any of the agenda items."

Agenda for the conference, slated to be held in The Hague, called for approval of an international frequency list, allocations for specialized services (high frequency broadcasting and others), and the effective date and procedure for the overall allocation list. Fifty-six countries, including the USSR, approved the U. S. proposal.

The U. S. further proposed that work done at Atlantic City and at subsequent conferences should not be scrapped and that a new conference should be convened when a "favorable occasion arises," according to the State Dept. Meanwhile the International Frequency Registration Board, created under the Atlantic City Telecommunication Convention and now functioning in Geneva as part of ITU, should conduct studies on problems resulting from efforts to prepare an international frequency list, the U. S. feels.

CLAIM SETTLED

WU Refunds $14,464 to LBS

FCC has announced that Liberty Broadcasting System's claim against Western Union for $17,972 (plus interest) in refunds for "unlawful" baseball service charges [BROADCASTING, May 29] has been settled for $14,464.

Liberty's claim was the result of the FCC decision outlawing the special $2-per-game fee which Western Union had been levying upon subscribers for each station to which they had been furnishing the WU play-by-play sports reports [BROADCASTING, May 22]. Most of Liberty's claim related to baseball service, but some portions involved football and basketball reports. It covered the period from the opening of the baseball season in April 1949 to the end of April 1950.

WRVA-WRVC CAS

FCC Hits 'Automatic Ou

FCC NOTIFIED Larus & Bro. C operator of WRVA-AM-FM Ric mond and WRVC (FM) Norfo Va., Aug. 17 that it will be e pected to show "reasonable effo to comply with promises not t make WRVC an "automatic outl for WRVA programs.

The notification was given in letter announced by the Commi sion as sent to the WRVC pe mittee as result of a 1948 compla by WTAR-AM-FM-TV Norfol FCC wrote:

We have given careful consider tion to the complaint and the sta ments made by you to the Commis with regard to this matter. Upon th basis of statements made by th complainant, it appeared that at th time the original complaint was file on Dec. 1, 1948, WRVC (FM) wa making practically all of its statio announcements from Richmond an broadcasting comparatively few Nor folk programs.

Your replies thereto show a ma jority of station announcements are made from your main studios in Norfolk and that you are now carry ing a considerably larger number o local live talent programs than you did originally.

FCC pointed out, however, that in connection with its original ap plication for WRVC the company said its "ultimate plans" contem plated origination of local pro grams in the Norfolk area plus "outstanding network programs which either are not available there through other facilities or are of sufficient interest to warrant dupli cation on WRVA or WRVA-FM.

Additionally, FCC said, the com pany indicated as an applicant that the Norfolk station would not be "an automatic outlet for WRVA programs," but, rather, would be "an independent entity available for the duplication of such WRVA-AM and WRVA-FM programs as the Norfolk audience may request or desire."

The Commission's letter con cluded:

While it is true your original plan contemplated the three stations oper ating together, we should like to point out that in response to Com mission inquiry you stated that it was your plan to operate the Norfolk station as "an independent entity" that every effort would be made to broadcast programs using local talent in Norfolk, and that "when there are no local programs available or ac ceptable," that other programs com ing from WRVA in Richmond would be used to "round out a satisfactory schedule."

You are advised that in connection with future applications which you may file in connection with the sta tion you will be expected to show that reasonable efforts have and are being made to comply with these promises.

PHILCO Corp. board of directors has increased regular quarterly dividend on firm's common stock to 75c a share payable Sept. 12 to holders of record Aug. 29. Regular quarterly dividend of 93¾c per share on company's pre ferred 3¾c Series A, payable Oct. 1 to holders of record Sept. 15.

FCC actions

AUGUST 16 TO AUGUST 24

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

ugust 16 Applications . . .

ACCEPTED FOR FILING

AM—1190 kc

WHC Statesville, N. C.—CP AM station to change from 1400 kc 250 w unl. 1190 kc 1 kw unl.

AM—1010 kc

WHUN Huntingdon, Pa.—CP AM station to change from 1400 kc 250 w unl. to 1010 kc 1 kw D.

License for CP

WCIM Carroll, Ia.—License for CP new AM station.

Modification of CP

WGBA-FM Columbus, Ga.—Mod. CP FM station to change ERP to 15.9 kw, ant. to 46 ft.

WBAB-FM Atlantic City, N. J.—Mod. CP new FM station for extension of completion date.

FM—101.1 mc

WCBS-FM New York—CP to change FM station ERP to 2.8 kw, ant. to 874 ft.

License for CP

KVOF-FM El Paso, Tex.—License for new noncommercial educational FM station.

TENDERED FOR FILING

AM—1540 kc

WJMO Cleveland, Ohio—CP AM station to change from 1540 kc 1 kw D to 1540 kc 5 kw D.

AM—1450 kc

WQAN Scranton, Pa.—CP AM station to change from 630 kc 500 w D to 1450 kc 250 w unl.

AM—1400 kc

KBRO Bremerton, Wash.—CP AM station to change from 1490 kc to 1400 kc.

APPLICATION RETURNED

KRCO Prineville, Ore.—RETURNED application to change from 690 kc 1 kw D to 650 kc 1 kw unl.

ugust 17 Applications . . .

ACCEPTED FOR FILING

Modification of License

WERM Columbia, Tenn.—Mod. license to change main studio location.

AM—1540 kc

WJMO Cleveland, Ohio—CP AM station to change from 1540 kc 1 kw D to 1540 kc 5 kw D.

License for CP

WSGW Saginaw, Mich.—License for CP new AM station.

Modification of CP

KFEL-FM Denver, Col.—Mod. CP FM station to change ERP to 23 kw, ant. to 550 ft.

FM—92.3 mc

WNAE-FM Warren, Pa.—CP FM station to change from Class A (92.1 mc) to Class B (92.3 mc) and change ERP to 22 kw.

Modification of CP

WSYR-TV Syracuse, N. Y.—Mod. CP new commercial TV station for extension of completion date to 9-12-51.

ugust 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KCLS Flagstaff, Ariz.—License for CP new AM station.

KIEM Eureka, Calif.—License for CP to increase power, install DA etc.

AM—1230 kc

Better Bcstg. Co., Crescent City, Calif.—CP new AM station 1230 kc 250 w unl. AMENDED to request 100 w.

AM—1140 kc

WSIV Pekin, Ill.—Mod. CP AM station to change from 1140 kc 1 kw D to 1150 kc 1 kw-D 500 w-N DA-DN AMENDED to request 1140 kc 5 kw D.

AM—1240 kc

KAVR Havre, Mont.—CP AM station to change from 1240 kc 250 w unl. to 910 kc 5 kw-D 1 kw-N DA-DN AMENDED to omit request to change to 910 kc 5 kw-D 1 kw-N.

AM—1450 kc

WQAN Scranton, Pa.—CP AM station to change from 630 kc 500 w D to 1450 kc 250 w unl.

AM—1400 kc

KBRO Bremerton, Wash.—CP AM station to change from 1490 kc to 1400 kc.

Modification of CP

WMAY Springfield, Ill.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WKMH-FM Dearborn; WJHL-FM Johnson City, Tenn.; KGKB-FM Tyler, Tex.

WBRC-TV Birmingham, Ala. — Mod. CP new commercial TV station for extension of completion date.

August 21 Decisions . . .

By Commissioner Hyde

Easton Pub. Co., Easton, Pa, et al.—Further hearing in re applications in Dockets 7179 et al, was scheduled for Oct. 11 in Washington.

Atlas Bcstg. Co., Hamtramck, Mich.—Granted extension of time to Sept. 11, in which to file exceptions to Initial Decision in re its application and that of Hamtramck Radio Corp.

So. St. Paul Bcstg. Co., So. St. Paul, Minn.—Granted petition for indefinite continuance of hearing presently scheduled for Aug. 30, re its application, pending action on petition for reconsideration and grant without hearing.

Door County Radio Co., Sturgeon Bay, Wis.—Granted leave to amend application, so as to specify 1050 kc 250 w D only, in lieu of 1490 kc 100 w unl.

WGBF Evansville, Ind.—Granted petition to permit late filing of notice of intention to appear and participate in oral argument on initial decision in re application of WMRO.

Myron Jones, Erie, Pa.—Granted extension of time to Aug. 30 in which to file opposition to petition by WBNY to designate application for hearing.

KAVR Havre, Mont.—Granted leave to amend application so as to specify 1 kw unl. DA-N on 910 kc, in lieu of 5 kw D, 1 kw N DA-2 on 910 kc; and application was removed from hearing docket.

By Examiner Leo Resnick

WPAQ Mount Airy, N. C.—Granted continuance of hearing presently scheduled for Aug. 28 to Oct. 9, in re application and those of WMBD and WAGA.

Sun Coast Bcstg. Corp., Miami, Fla.—Granted petition requesting that certain corrections be made on transcript in proceeding re assignment of CP of WMIE: said corrections were accepted together with two corrections to petition requested verbally by petitioner.

By Examiner Fanney N. Litvin

KNEB Scottsbluff, Neb. — Granted continuance of hearing presently scheduled for Aug. 29, to Sept. 28 in Washington.

KID Idaho Falls, Ida.—Ordered further hearing in matter re mod. CP, shall commence Oct. 16 in Washington.

Midwestern Bcstg. Co., Toledo, Ohio—Granted continuance of hearing now sheduled for Sept. 25 to Oct. 23, in re Dockets 8001 et al.

By Examiner Elizabeth C. Smith

KWKH Hutchinson, Kan. — Granted leave to amend application, in accordance with revised engineering proposal filed with petition.

KSMI Wewoka, Okla.—Granted continuance of consolidated hearing now sheduled for Aug. 22 at Hutchinson, Kan., to Oct. 23 at Hutchinson and Oct. 26 at Wewoka, Okla.

By Examiner Basil P. Cooper

KMA Shenandoah, Ia.—Granted leave to take depositions re hearing issue no. 4 in matter of application of WRFC Athens, Ga.

August 21 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCLW Hamilton, Tex.—Mod. license to change studio location.

License Renewal

Request for license renewal: KGER Long Beach, Calif.; KVOE Santa Ana, Calif.; KGNO Dodge City, Kan.; WLAM Lewiston, Me.; WHRV Ann Arbor, Mich.; KTRE Lufkin, Tex.; WMBG Richmond, Va.

Modification of CP

Mod. CP FM station for extension of completion date: WSB-FM Atlanta, Ga.; WJBC-FM Bloomington, Ill.; WSLB-FM Ogdensburg, N. Y.; WKBN-FM Youngstown, Ohio.

FM—106.1 mc

WLET-FM Toccoa, Ga.—CP FM station to change ERP 7.26 kw, ant. to 192 ft.

Modification of CP

WBNS-TV Columbus, Ohio—License for CP new commercial TV station to change ERP to 24.30 kw vis., 12.15 kw aur.

TENDERED FOR FILING

AM—1230 kc

Flagstaff Bcstg. Co., Flagstaff, Ariz.—Mod. CP new AM station to change from 1450 kc to 1230 kc.

August 22 Decisions . . .

BY THE SECRETARY

WLYC Williamsport, Pa. — Granted license for new FM station; Chan. 286 (105.1 mc) 3.2 kw; 1,260 ft. ant.

WHLD-FM Niagara Falls, N. Y. — Same, Chan. 253 (98.5 mc) 46 kw, ant. 420 ft.

Following granted licenses for new remote pickups — KA-7118, WHP Inc., Harrisburg, Pa.; KA-7117, WHP Inc.; KA-5266, Midland National Life Ins. Co., Watertown, S. D.; KA-6900, WCBS Inc., Springfield, Ill.; KA-6714 Caribbean Bcstg. Corp., Arecibo, P. R.; KA-7077, Lake Bcstg. Co. Inc., Gary, Ind.

WSAZ Inc., Portsmouth, Ky.—Granted license for new exp. TV relay KQB-77-8.

WFPL Louisville, Ky.—Granted CP to make changes in existing noncommercial educational FM station, change power from 10 w to 250 w and change trans.; ERP 63 w, freq. Chan. 207 (89.3 mc) ant. 360 ft.

KTEC Oretech, Ore. — Granted mod. CP to change trans. and studio sites and make changes in ant. system. Chan. 201 (88.1 mc) 10 w.

Redwood Bcstg. Co. Inc., Eureka, Cal.—Granted CP and license for new remote pickup KA-3560.

Cecil W. Roberts, Farmington, Mo.—Granted CP for new remote pickup KA-7405.

Paul A. Brandt, Mt. Pleasant, Mich.—Granted CP to make changes in existing remote pickup KA-7159 to change power to 40 w and change emission.

Alamance Bcstg. Co. Inc., Burlington, N. C.—Granted mod. license of remote pickup KA-5459 to change frequencies to 26.43 mc.

WSYR-TV Syracuse, N. Y.—Granted extension of completion date to 3-12-51.

KGMO Cape Girardeau, Mo.—Same to 2-14-51.

WBAB-FM Atlantic City, N. J.—Same to 3-15-51.

WPEN-FM Philadelphia, Pa.—Granted license change in existing FM station; Chan. 275 (102.9 mc) 20 kw, 310 ft. ant.

WQDI Quincy, Ill.—Granted license for new FM station; freq. (Chan. 286) 105.1 mc 8.9 kw, 280 ft. ant.

On The Air, Inc., Evansville, Ind.—Granted authority to cancel license and delete remote pickup KSA-671.

Minn. Bcstg. Corp., Minneapolis, Minn.—Granted mod. license to change freqs. to 153.11, 153.23 mc and to be used with WTCN-AM-FM-TV.

Following granted extension of completion dates as indicated: WCBM Baltimore to 11-15-50; WMFD-FM Wilmington, N. C. to 12-1-50; WCAL-FM Northfield, Minn. to 11-1-50; WCUM-FM Cumberland, Md. to 3-13-51; WWSW-FM Pittsburgh to 2-22-51; WDBO-FM Orlando, Fla. to 3-14-51; WSPD-FM Toledo to 3-6-51; WXRC Buffalo to 12-2-50; WSYR-FM Syracuse to 11-1-50.

KSCJ Sioux City, Ia.—Granted CP to install new trans.

WFIU Bloomington, Ind. — Granted mod. CP to change ERP from 34 to 33 kw (90.9 mc) 300 ft. ant. and make changes in ant. system.

Cornbelt Bcstg. Corp., Lincoln, Neb.—Granted CP new remote pickup KA-7474.

"Show-Me" Bcstg. Co., Rolla. Mo.—Same KA-7475.

Hirsch Bcstg. Co., Cape Girardeau, Mo.—Same KA-7476.

WCFV Clifton Forge, Va.—Granted mod. CP for approval of trans. and studio locations and ant.

WJMX Florence, S. C.—Granted license change power hours of operation, install DA-N and change from one guyed and two self-supported towers to three guyed towers; 970 kc, 5 kw-D, 1 kw-N unl. time, cond.

WSTA Charlotte Amalia, V. I. — Granted license for new AM station; 1340 kc 250 w unl., cond.

WEVC Evansville, Ind.—Granted CP new noncommercial educational FM station; Chan. 218 (91.5 mc), 1.9 kw; 100 ft. ant.

KWSC Pullman, Wash.—Granted CP to install new trans.

August 22 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WALA Mobile, Ala.; KBUC Corona, Calif.; KYOS Merced, Calif.; KVLH Pauls Valley, Okla.; WMRC Greenville, S. C.; WDEF Chattanooga, Tenn.; KULP El Campo, Tex.; KSPR Casper, Wyo.

AM—1400 kc

William Marvin Bunker, Firerest, Wash.—CP new AM station on 1450 kc 100 w unl. AMENDED to request change to 1400 kc 250 w unl. and change studio

(Continued on page 84)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-THROUGHOUT THE WORLD! Andrew phasing and tuning equipment
Andrew CORPORATION 363 E. 75th St. Chicago 19, Ill.

TRANSIT SALES
100 Hear D. C. Pitch

TRANSIT FM sales pitch was beamed at over 100 representatives of Washington, D. C., retail stores and advertising agencies by Transit Radio Inc. during a luncheon session at the Hotel Statler Aug. 16.

Advantages of direct point-to-point sales derived from riders on music-equipped vehicles en route to downtown shopping districts and stress on special one-day sales pitches for selected department store merchandise highlighted remarks of Hulbert Taft Jr., chairman of board of Transit Radio Inc.

Ben Strouse, vice president and general manager of WWDC Washington and Washington Transit Radio Inc., told retailers and agency representatives that 435 vehicles —twice the present number—would be radio-equipped by next month. Mr. Strouse presided as chairman.

Problems relative to the "growing pains" of transit FM came in for comment by Edgar Kobak, owner WTWA Thomson, Ga., and consultant to Transit Radio Inc. and other firms. He also recalled a visit to England and conversations with bus drivers attesting the value of transit FM service as a civil defense aid.

PROGRESS report on strides made by Transit Radio Inc. in its two-year existence was delivered before 100 Washington retail and advertising agency executives who attended a sales meeting there Aug. 16. Principal speakers at the session were (l to r): Edgar Kobak, consultant, who discussed problems of new service; Ben Strouse, vice president and general manager, WWDC Washington and Washington Transit Radio Inc., who presided as chairman; and Hulbert Taft Jr., chairman of the TR board.

ANA Directory

THE ASSN. of National Advertisers' research steering committee announced last week it was preparing a directory of marketing and advertising research services. Included in the directory will be companies which (1) use standardized procedure devised by the seller, (2) include "standardized questions used in repeated surveys usually with a pre-determined frequency," and (3) offer a service which has been bought by two or more clients.

Ray Rice

RAY RICE, 49, director of public relations since 1945 of the Raytheon Mfr. Co., died in New York Aug. 18, of a heart ailment. He is survived by a brother, Kenneth W. Rice of La Grange, Ill.

LICENSE FEES
Experts Lay Groundwork For Action in '51

EXPERTS most directly concerned with plans to assess fees on radio-TV commercial station licensees and on recipients of other "special" government services look to possible Congressional action next year.

That was the consensus last week of those on Capitol Hill and in government who are attempting to develop an overall policy on license fees. This feeling agreed with known views of Sen. Ed C. Johnson (D. Col.) on the subject. He has indicated in a letter to FCC Chairman Wayne Coy that a "concrete legislative proposal" could be made early in the next Congress because he did not believe "there is a chance to do anything in this session" [BROADCASTING, Aug. 21].

Sen. Johnson also has asserted that license fees for use of radio and TV frequencies, patterned after the Canadian system, were under study by the Senate Commerce Committee, which he chairmans. While stressing the importance of assuring methods which are not overly taxing to licensees, particularly smaller operators, Sen. Johnson told Chairman Coy he found "considerable merit" in a system where service is for the benefit of "special interests and not the general public."

Both branches of Congress now are very much alive to the issue. In the House, which originates revenue legislation, the Ways & Means Committee has completed its first phase in laying the groundwork for licensee fee lawmaking.

The committee has received reports from the Treasury Dept. and the Bureau of the Budget on the feasibility of legislation as supported by Rep. Cecil R. King (D. Calif.) which would direct a Treasury study on the method of collecting fees and charges not now assessed. While both agencies favor such a study, the Treasury suggested the President direct the study, thereby giving it wider latitude.

This suggestion already has approval of Rep. King, who reportedly will head up a Ways & Means subcommittee when the proposals gather momentum. A difference in philosophy has been marked between the Senate and the House finance experts on the licensee fee proposal. As expounded by Rep. King, license fees would be assessed as a "direct revenue" measure. However, Sen John L. McClellan (D. Ark.), Senate Executive Expenditures Committee chairman, regards the proposed fees only as methods of charging for government services rendered "special interests" as differing from "the public."

FLORIDA GAMES
Rule Out Exclusive R

EXCLUSIVE contract for fo broadcasts may be a thing of past in Florida as a result of ac taken by the State of Fl Board of Control at its Au meeting. The board, strikin new precedent in the state, ru out exclusive contracts af the broadcast of U. of Florida fo ball games.

Under this new act'on, on more networks throughout the st may broadcast the games. Pr ously, the games were broa exclusively by university-ow WRUF Gainesville and fed to a station network via the Flor Broadcasting Co. A bulletin Florida Assn. of Broadcast members outlined the condit as: (1) One or more networks m broadcast the games on a non-clusive basis; (2) a network m pay $3,000 to the U. of Flor Athletic Assn.; (3) not more th 15 stations can be included in t price, $100 must be paid to WR for the Athletic Assn. for ev station over 15; (4) WRUF w act as agent; (5) each network w be limited to one station in a co munity and may originate its ow broadcasts if desired.

Fight to open up broadcast pr vileges was led by Robert Ve WMIE Miami; Dolph Chamberl WGGG Gainesville; Robert Feag WPDQ Jacksonville; Reggie Ma tin, WJHP Jacksonville and Cla ence Bracey, WHOO Orlan These broadcasters already ha expressed their intention to form network, Mr. Venn adding that tw or possibly three networks wou be formed. It was claimed that t controls board action opens th way to local sponsorship as pr viously the games had been spo sored by Coca-Cola Bottling C over the Florida Broadcasting C

NEW YORK Academy of Medic presenting *Post Graduate Radio Pro gram*, series of lectures concerni latest medical developments, for ben fit of N. Y. medical profession, ov WNYC-FM New York, Thurs. 9 p.m.

Gates has it

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FCC Actions

(Continued from page 81)

Applications Cont.:

location to Tacoma, Wash.

Modification of CP

Mod. CP new AM station for extension of completion date: KFMA Davenport, Ia.; KCHN Chanute, Kan.

WSAP Portsmouth, Va.—Mod. CP AM station to change frequency, power, etc. for extension of completion date.

WELS Kinston, N. C.—Mod. CP new AM station to change studio location to 1400 Vernon Ave., Kinston, N. C.

Modification of License

KOGT Orange, Tex.—Mod. license to change studio location Highway 87 N. of Orange.

CP to Replace CP

WKAT-FM Miami Beach, Fla.—CP to replace expired CP new FM station.

WAND-FM Canton, Ohio—Same.

August 23 Decisions . . .

BY COMMISSION EN BANC

Hearing Ordered

WXLT Ely, Minn. and KFMA Davenport, Ia. — Ordered that consolidated hearing on matter of revocation of licenses of WXLT and KFMA, be held at St. Paul, Minn., on Sept. 27, before Commissioner Sterling.

Hearing Designated

KENE Belen, N. M.—Designated for hearing at Belen, application for license to cover CP on questions relating to permittee's ownership record, its financial status, etc.

August 23 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Flagstaff Bcstg. Co., Flagstaff, Ariz.—Mod. CP new AM station to change from 1450 kc to 1230 kc.

License Renewal

Request for license renewal AM station: WMBD Peoria, Ill.; KASI Ames, Ia.; KWBG Boone, Ia.; KPLC Lake Charles, La.; WING Dayton, Ohio; KFDA Amarillo, Tex.; KFRO Longview, Tex.

Modification of CP

WTTS Bloomington, Ind.—Mod. CP to increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KTSA-FM San Antonio; WPAR-FM Parkersburg, W. Va.

License Renewal

Request for license renewal FM station: WLEY Elmwood Park, Ill.; KALW San Francisco (NC); KSUI Iowa City, (NC) Ia.; WLSU Baton Rouge, (NC) La.

TENDERED FOR FILING

AM—1260 kc

WTJH East Point, Ga.—CP AM station to change from 1260 kc 1 kw D to 5 kw D.

August 24 Decisions . . .

BY A BOARD

Hearing Designated

KSPA Santa Paula, Calif.—Designated for hearing application for renewal of license for 1400 kc 250 w unl.; hearing to be held at Santa Paula.

Vermillion Bcstg. Corp., Danville, Ill.—Designated for hearing at Washington on Feb. 5, 1951, application for new station on 980 kc 1 kw unl., DA, and made KMBC Kansas City, Mo., WSIX Nashville; WONE Dayton and WCFL Chicago, parties to proceeding.

Petition Denied

WERD Atlanta, Ga.—Denied petition requesting waiver of Sec. 3.25(c) of Rules to permit operation of station WERD between midnight and local sunrise, and dismissed application.

Waiver Granted

Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.—Granted petition for waiver of Sec. 1.363 (a) of Rules, and accepted application for CP for a new station to operate on 910 kc, 500 watts, daytime only.

Extension Denied

WPRT, Prestonsburg, Ky.—Denied application for extension of completion date to Oct. 28, 1950 for new station (BMP-5242) and advised permittee if a hearing is desired, a request therefor should be made within 20 days, upon receipt of which the denial will be set aside and application designated for hearing.

Hearing Designated

Scranton Radio Corp., Scranton, Pa.—Designated for hearing application for new station on 1400 kc, 250 w unl., to be held at Washington on Feb. 6, 1951, and made WEST Easton, Pa., party to proceeding.

August 24 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WBRY Waterbury, Conn.; WMBR Jacksonville, Fla.; WEBK Tampa, Fla.; WTHI Terre Haute, Ind.; KSO Des Moines, Ia.; KEYS Corpus Christi, Tex.

License for CP

KAFY Bakersfield, Calif.—License for CP change frequency etc.

WELC Welch, W. Va.—License for CP new AM station.

TENDERED FOR FILING

SSA—660 kc

KFAR Fairbanks, Alaska—Extension of SSA on 660 kc 10 kw unl. for period beginning Sept. 1 to May 1, 1952.

AM—910 kc

WESC Greenville, S. C.—CP to change from 660 kc 5 kw D to 910 kc 1 kw unl. DA-2.

Modification of CP

WAAA Winston-Salem, N. C.—Mod. CP to change studio and trans. locations from Winston-Salem, N. C. to Kernersville, N. C.

Justice Clark Named

TOM C. CLARK, associate justice of the U. S. Supreme Court, has accepted honorary chairmanship of the fourth annual Voice of Democracy contest, according to Robert K. Richards, NAB public affairs director and VOD committee chairman. Judge Clark has taken an active part in the contest since its inception in 1947. Sponsoring the contest are NAB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce.

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On Transcription: Alan Holmes—Associated.

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FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	Hearings
AM stations	2,172	2,143	175		277	
FM stations	685	503	216	1*	21	
TV stations	106	51	58		355	

*One on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WRIB Providence, R. I.—Announced final decision to grant application of WRIB Providence for mod. CP to change from 1220 kc 250 w day to 1220 kc 1 kw day. Decision Aug. 21.

WCTT Corbin, Ky.—Announced final decision to grant application of WCTT Corbin CP to change from 1400 kc 250 w fulltime to 680 kc 1 kw fulltime, DA-N. Decision Aug. 21.

INITIAL DECISION

KEYY Pocatello, Ida.—Issued initial decision by hearing examiner Leo Resnick to grant application of KEYY for renewal of license. KEYY is assigned 1240 kc, 250 w fulltime. See story this issue. Decision Aug. 23.

OPINIONS AND ORDERS

Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Commission announced opinion and order to grant petition of Saratoga Bcstg. Co., for review of hearing examiner's ruling of July 10 which denied petition requesting rehearing in proceeding re applications of Saratoga Bcstg. Co. and Spa Bcstrs. Inc., Saratoga Springs; examiner's ruling set aside and record reopened to permit Saratoga Bcstg. Co. to present evidence to support its application. Order Aug. 18.

WHFC and WEHS (FM) Cicero, Ill.—Issued opinion and order to deny petition of WHFC Inc., requesting Commission to amend its statement of "general policy regarding assignment and use common call letters for AM FM and TV stations" so as to permit use of identical call letters by AM and FM stations under ownership in different cities or communities of the same metropolitan district; or grant petitioner exception to general rule and permit employment of common call letters in AM and FM operations in Chicago metropolitan district. Order Aug. 23.

Non-Docket Actions . . .

AM GRANT

Hartford, Wis.—Kettle-Moraine Bcstg. Co., 1540 kc, 500 w daytime. Estimated construction cost $8,500. Principals in firm include: Sherman C. Carr, engineer WTMJ Milwaukee, president 22½%; Leo M. Durvil, employe West Bend Aluminum Co., vice president 22½%; Walter G. Zastrow, formerly 50% owner King Machine Co., secretary-treasurer 45%; George J. Laikin, lawyer and formerly Special Assistant to Attorney General in Tax Div. U. S. Dept. of Justice, Washington, 10%. Granted Aug. 24.

EDUCATIONAL FM GRANTS

WEVC Evansville, Ind. — Evansville College, granted CP for noncommercial educational FM station, Chan. 218 (91.5 mc) ERP 1.9 kw, antenna 100 ft. Granted Aug. 22.

Dallas, Tex.—Southern Methodist U., granted noncommercial educational FM station, Chan. 201 (88.1 mc) ERP 10 w. Granted Aug. 22.

WIUC Urbana, Ill.—Granted switch in facilities to Chan. 210 (89.9 mc) ERP 320 w, antenna 580 ft.

Deletions . . .

TWO FM authorizations reported deleted last week by FCC. Total deletions to date since Jan. 1: AM 30; FM 89; TV 3.

WBEY Bay Shore, N. Y. — Coastal Bcstg. Co. Inc. CP Aug. 22. Very few FM receivers in area in spite of heavy promotion.

WBYS - FM Canton, Ill. — Fulton County Bcstg. Co. License Aug. 22. Lack of interest in FM.

TRANSFER GRANTS

WRNL-AM-FM Richmond, Va. Granted assignment of license from Richmond Radio Corp., licensee, to Richmond Newspapers Inc. Richmond Newspapers owns all stock of Richmond Radio, and directors and officers are same for both. Richmond Radio Corp. performs no useful function and merging of all outstanding stock will facilitate business operations. WRNL assigned 5 kw fulltime on 910 kc. Granted Aug. 22.

WMRY New Orleans and KCIJ Shreveport, La.—Granted relinquishment of control in Southland Bcstg. Co., licensee, from Joe Darsky to Lester Kamin, Billy B. Goldberg and Sam Koon. WMRY is assigned 500 w day, 600 kc. KCIJ is assigned 5 kw day, 980 kc. Granted Aug. 23.

New Applications . . .

AM APPLICATIONS

Taylorville, Ill.—Moyer Bcstg. Co., 1410 kc 1 kw day. Estimated construction cost $20,000. Equal partners include: Russell Armentrout, 50% owner Clark Theatres Inc., (his wife owns the other 50%) and Roger L. Moyer, manager Clark Theatres Inc. Filed Aug. 2.

Sparta, Ill. — Hirsch Communications Engineering Corp., 1230 kc, 250 w full time. Estimated construction cost $11,065. Corporation includes Oscar Hirsch, owner KFVS Cape Girardeau, Mo., owner WKRO Cairo, Ill., majority stockholder KFMO Flat River, Mo., and minority stockholder Sikeston Community Bcstg. Co., Sikeston, Mo. James F. Hirsch, stockholder KFVS and Geraldine Hirsch. Filed Aug. 2.

Tracy, Calif.—West Side Radio, 730 kc, 1 kw day. Estimated construction cost $20,150. Equal partners include Maxon B. Sayre, chief engineer KTUR Turlock, Calif., and George Stevan Jr., student. Filed Aug. 24.

New Applications . . .

AM APPLICATION

Malvern, Ark.—David M. Segal, 1230 kc, 1 kw day. Estimated construction cost $12,500. Mr. Segal's radio interests include 100% ownership KTKS Texarkana and KDMS El Dorado and 33⅓% interest WGVM Greenville, Miss., and pending application for station at Clinton, Mo. Filed Aug. 16.

TV APPLICATION

Cincinnati, Ohio—L. B. Wilson Inc. new commercial television station Chan. 2 (54-60 mc) ERP 28.4 kw vis. 14.2 kw aur., ant. 462 ft. above average terrain. Estimated construction cost $480,485, revenue $250,000. L. B. Wilson applicant is president and general manager WCKY AM outlet Cincinnati and 96.5% stockholder. Filed Aug. 16.

TRANSFER REQUESTS

WDAS Philadelphia—Transfer of control of WDAS Bcstg. Station Inc., from William Goldman Theatres Inc. to Max M. Leon. Mr. Leon is owner Wholesum Products Co. (candy manufacturers) and operates and conducts affairs of Philadelphia "Pops" Corporation, non-profit corporation. Consideration $495,446.89 and net quick assets totalling about $200,000. Mr. Goldman is retiring from radio to devote more time to his theatre interests. WDAS is assigned 250 w fulltime, 1400 kc. See story BROADCASTING June 12. Filed Aug. 24.

KCHE El Reno, Okla.—Assignment of license from KCHE Inc., licensee, to LeRoy and Dorothy Bremmer. Corporation unable to operate station economically and profitably due to absentee ownership. The Bremmer's will assume the debts of KCHE Inc. Mr. Bremmer was general manager KERB Kermit, Tex. until July. KCHE is assigned 1590 kc, 500 w day. Filed Aug. 28.

WKSR Pulaski, Tenn. — Assignment of license from John R. Crowder, James

er Clark and W. E. Williams d/b Pulaski Bcstg. Co., to John R. Crowand James Porter Clark. Mr. Wilms retires and sells his 10% interest Mr. Crowder for $1,000, increasing Crowder's holdings to 80%. WKSR signed 250 w day on 730 kc. Filed 24.

WSO Springfield, Ohio—Transfer of trol in Radio Springfield Inc., licenfrom S. A. Sisler Jr., to Eugene rnelle. Mr. Sisler sells his 49⅓% rest for par value of $37,000. Mr. r wishes to devote more time to his r interests. For mutual protection action will take form of Mr. Sisler selling his interest to Bradley Kinpresently 49⅓% stockholder and Kincaid in turn immediately sells Mr. Pournelle. WWSO operates with w day on 1210 kc. Filed Aug. 23.

WTO Gadsden, Ala.—Assignment of from Cary Lee Graham tr/as den Radio Co., permittee, to Cary Graham and Edwin Estes d/b as den Radio Co. Mr. Estes, formerly eral manager WGWD Gadsden, buys interest for $5,465. WETO is ased 1 kw fulltime on 930 kc. Filed 18.

NAB District 15

(Continued from page 23)

cussed after Mr. Hardy's talk. arles Mallory, KSJO San Jose, icized what he called NAB's parent approval of SESAC rates. Hardy said NAB has not and es not approve the SESAC rate ructure. He said NAB had merely ed SESAC to submit some sort a rate structure and the society sented a card bearing minimum d maximum rates charged stans. By publishing these rates AB in no manner approved them, said.

Delegates asked NAB to act on rate structure but Judge Miller d NAB under its charter is werless and cannot bargain thout violating anti-trust laws. Philip Lasky, KSFO-KPIX(TV) n Francisco, reminded that NAB s been helpful through BMI and ier services in keeping rates wn.

Ewing C. Kelly, KCRA Sacramento, suggested NAB obtain reorts from all delegates on rates id to SESAC, with broadcasters nitedly demanding the minimum te. "If NAB has to act like a gal group instead of a business roup," he said, "let's take the ction here ourselves, now." Dictor Shaw suggested NAB might ok into the copyright situation nd seek revision in copyright ws.

NAB staff officials were unanimous in predicting good business for both radio and TV. Charles A. Batson, NAB TV director, said video prospects were good, with advertisers "standing in line." Richard P. Doherty, NAB employe-employer relations director, offered his 10-point plan for station labor relations and submitted the NAB analysis of operating costs [BROADCASTING-TELECASTING, Aug. 14-21]. Lee Hart, assistant director of BAB, conducted a sales clinic. Carl Haverlin, BMI president, said the industry's copyright bureau is expanding its service.

Members of the Resolutions Committee were Paul Bartlett, KFRE Fresno, chairman; Alan L. Torbet, KROW Oakland; Jack R. Wagner, KSYC Yreka. Besides endorsing BAB plans the district pledged support to civilian and military authorities and commended Judge Miller and the board for offering the industry's services to the nation; commended Judge Miller "on selection of our old friend and fellow broadcaster, Bill Ryan, as general manager of the association and give him our continued confidence in the manner in which the affairs of NAB are being conducted." NAB staff members and Director Shaw were commended for their part in the meeting.

KCJB Joins CBS

KCJB Minot, N. D., 1 kw, 910 kc, joins CBS as a supplementary station of the Northwest Group effective Sept. 1. Station is owned and operated by North Dakota Broadcasting Co., John Boler is president and general manager.

ALLOCATIONS

Harrison May Head New Commerce Unit

REPORTS that Maj. Gen. William H. Harrison, president of the International Telephone & Telegraph Co., may be chosen to head up a proposed allocations and priorities unit in the Dept. of Commerce were making the rounds in Washington last week on the heels of Congressional approval of the President's 1950 Defense Production Bill.

President Truman said he had no knowledge of such reports, but authorities felt it likely that Gen. Harrison's appointment would be announced momentarily. At the same time he complained that the Senate had tied his hands in adopting an amendment vesting allocations power in the Commerce Dept. rather than permitting the Chief Executive to delegate it.

The production bill, which would set up a system of priorities and allocations on critical and scarce materials, many of them used in manufacture of electronics equipment, was passed by the Senate last Monday. It was being studied late last week by conferees, who were attempting to resolve differences in the Senate and House versions.

General Harrison probably would be given the rank of Under Secretary of Commerce and head a so-called National Production Authority or Defense Production Administration within the Commerce Dept., according to reports. He would have at his command an advisory committee comprising some members of the department's Business Advisory Council and the Labor Dept.

The IT&T official headed the construction division of the National Defense Advisory Committee in 1940 and later its successor, the Office of Production Management. He was commissioned a Signal Corps colonel in 1942.

OHIO AD MEET

Conference Set for Oct. 6-7

LEADING Ohio business executives will deliver talks at the Ohio State U. Advertising and Sales Promotion Conference Oct. 6-7, according to Dr. Kenneth Dameron, general conference chairman.

Speakers and their subjects include:

Benjamin S. Katz, president, Gruen Watch Co., Cincinnati, "How Management Can Use Advertising to Sell Higher Priced Goods"; Fred P. Stashower of Lang, Fisher & Stashower Inc., Cleveland, on retail advertising copy; Richard M. Rairigh, McCann-Erickson Inc., Cleveland, on the problem of keeping advertising production costs down. Other Ohio advertising and sales promotion executives also are scheduled to take part, Mr. Dameron said.

Among these are Franklyn R. Hawkins, advertising director of Libbey-Owens-Ford Glass Co., Toledo, presiding over the session dealing with national advertising; Harry M. Nichols of Mumm, Mullay & Nichols, Columbus, as the same session's chairman, and Carl E. George, vice president and assistant general manager of WGAR Cleveland. This year's conference was organized in cooperation with AFA's Fifth District.

WJPB (FM) Opens

OPENING of WJPB (FM) Fairmont, W. Va., was announced last week by J. Patrick Beacom, president of Fairmont Broadcasting Co. A sister station of WVVW, the new outlet operates on Channel 222 (92.3 mc) with a radiated power of 5 kw. Norma Faber is station manager. WJPB will tie into the FM network originating through WQXR New York, it was announced.

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LOS ANGELES SAN FRANCISCO

...at deadline

JULY NETWORK SALES EXCEED 1949 LEVEL

GROSS time sales of four nationwide networks in July totaled $12,303,409, according to figures furnished BROADCASTING last week by Publishers Information Bureau. Sum is 1.8% ahead of gross combined network time sales of $12,085,240 for July, 1949, first time this year that any month has exceeded same month last year.

For seven-month period network gross this year totaled $109,293,958, down 3.2% from gross of $112,870,545 for same period last year. Network-by-network radio tabulation shows:

	July 1950	July 1949	Seven Mos. 1950	Seven Mos. 1949
ABC	$ 2,275,133	$ 2,788,151	$ 21,790,145	$ 26,253,312
CBS	4,515,645	3,779,469	40,587,495	37,331,254
MBS	1,057,200	1,133,315	9,550,844	11,412,589
NBC	4,455,431	4,384,305	37,365,474	37,873,390
TOTAL	12,303,409	12,085,240	109,293,958	112,870,545

Gross time sales of three television networks —ABC, CBS, NBC with DuMont figure not available—in July total $1,450,254, according to PIB. Figure is well over twice sum billed by all four TV networks in July of last year. Three-network total for first seven months of 1950 is $15,428,049, more than three times four-network total of $4,876,505 for July 1949. Individual TV network figures:

	July 1950	July 1949	Seven Mos. 1950	Seven Mos. 1949
ABC	$220,466	$119,674	$2,156,194	$470,313
CBS	292,784	114,401	4,833,615	1,173,309
DuM	—	73,714	—	486,487
NBC	937,004	317,775	8,438,240	2,746,396
TOTAL	$1,450,254	$625,564	$15,428,049	$4,876,505

WNBT SALES LINEUP

SEPARATION of radio and television staffs in NBC's New York stations completed Friday with appointment of John H. Reber, former program manager of WNBT (TV), as sales manager of WNBT and Ivan Reiner, former production supervisor, as program manager. Two salesmen, Francis F. Sanford and James C. Hirsch, will report to Mr. Reber. Five directors, William Harbach, Dick Schneider, John Chapin, Dwight Hemion and Alfred M. Scott, will report to Mr. Reiner. All have been in NBC employ. Radio counterparts on sales and program staffs of WNBC, NBC radio outlet in New York, announced several weeks ago.

WPIX (TV) RAISES RATES

OVERALL increase in rates of 25% above present levels announced by WPIX (TV) New York Friday in new rate card No. 3 effective Sept. 1. In new card station's Class A time, formerly 7-10 p.m. Sunday through Saturday, extended to include 10-10:30 p.m. period. Present sponsors as well as those renewing contracts before Sept. 1 will be given rate protection of 26 weeks.

KATZ AGENCY SELECTED

KATZ AGENCY Inc. appointed national representative by KMTV (TV) Omaha effective Sept. 1. KMTV is owned by May Broadcasting Co., Owen Saddler general manager and Howard O. Peterson commercial manager.

RADIO TUBE SALES SOAR; PARTS SHORTAGE DENIED

SALES of radio receiving tubes for new sets to manufacturers in first seven months of 1950 totaled 149,276,662 units, passing total of 147,298,436 for entire year 1949, according to Radio-Television Mfrs. Assn. Overall radio tube sales through July totaled 191,503,938 units compared to 198,753,295 for 12 months of 1949. Tube shipments in July totaled 21,128,017 units of which 14,600,533 were sold to manufacturers for new sets.

RTMA President Robert C. Sprague said Friday there is no immediate threat of a serious shortage of replacement parts to service radio and TV receivers. He made statement after spot check in New York where shortage had been reported. He said some distributors are allocating tubes, resistors, antennas, TV tubes and condensers to prevent hoarding by small percentage of dealers and servicemen.

In city-by-city analysis, RTMA found 2,612,000 TV sets were shipped to dealers in first six months of year, including 38 states. RTMA production in same period totaled 3,114,000 sets, difference of 503,000 sets representing inventories and sets in transit.

WKUL TEST DROPPED

WKUL Cullman, Ala.'s court test of FCC hands-off policy toward possible competitive effects of granting "too many" stations in a community [BROADCASTING, April 10] was reported Friday to be in process of withdrawal at WKUL's request. Station was seeking dismissal of its appeal which asked U.S. Court of Appeals for D.C. to set aside FCC grant for new Cullman AM outlet on grounds that Cullman can't support both and that lowered program standards would result.

HOUSE ADOPTS FUND BILL

CONFEREES' compromise on omnibus appropriations bill, containing funds for FCC, State Dept., Voice of America and other government branches (see story page 36), adopted Friday by House of Representatives in Washington.

PETTIT HEADS COMMITTEE

L. E. PETTIT, manager of advertising division of electronics department, General Electric Co., appointed chairman of Advertising Committee of Radio-Television Mfrs. Assn. He succeeds Stanley H. Manson, Stromberg-Carlson Co., Rochester, who resigned. Mr. Pettit has been vice chairman. During his chairmanship Mr. Manson directed RTMA participation in Voice of Democracy contest in cooperation with NAB and U. S. Jr. Chamber of Commerce and before that headed RTMA "Radio-in-Every-Room" campaign.

NBC PROGRAM PROMOTIONS

PROMOTIONS in NBC Program Dept. of Leslie Harris, Robert Wamboldt and Grant Tinker announced by Charles C. Barry, vice president in charge of programming. Mr. Harris becomes eastern program manager; Mr. Wamboldt becomes eastern production manager and Mr. Tinker supervisor of programming operations.

Closed Circuit

(Continued from page 4)

space in favor of TV. Results expected fall.

ONE OF nation's cream retail drug accounts Peoples Drug Stores, operating outlets in Maryland, Virginia and Ohio—goes to formed William D. Murdock Adv. Agency established in Washington by Sept. former sales manager of WOIC (TV) ington. It's expected company, which before has placed direct, will buy saturation minute newscasts on radio starting in Washington market. TV later. Ag shortly will announce four other accou

PRACTICALLY all large radio-TV manufacturers have from government agencies so "phantom" orders for electronic gear equipment. These are simply standby, ing clearance of appropriations and autho tions. Then contracts can be released by gram rather than through tedious negotia Meanwhile manufacturers are contin "business as usual" processing, except in where certain items, such as resistors and picture tubes, are in short supply.

WARD BAKING CO., New York, through Walter Thompson Co., New York, plan radio spot campaign for eight weeks start Oct. 1 in its plant cities for Brown-n-S rolls.

BEST BET for 1952 NAB convention at point is New York, which lost to Chicago 1951 meeting to be held in April (see page

SIGNS of concern noted among set ma over threat of FM operators to start campa branding non-FM receivers obsolete. Board Radio-Television Mfrs. Assn. to discuss sub at mid-September meeting.

LENNEN & MITCHELL, New York, pl ning heavy spot campaign for Lehn & Fi Lysol disinfectant to start Sept. 18 using to 10 spots weekly on each station.

WORST prophets of year are radio manufacturers, whose 6 million TV set forecast 1950 is taking beating as production fantastic peaks. Last fortnight output is rate of 9 million per year.

IN WORKS at NBC is ambitious hour-l five-a-week radio series tentatively set 10-11 p.m. Thursdays through Mondays, to sold to six sponsors, each getting one comm cial per night. Different programs for each five nights per week scheduled, with Art Toscanini and NBC Symphony probably cupying one night and musical, variety dramatic shows others. Importance NBC taches to project seen in fact Niles Tramm NBC board chairman, personally in charge sales campaign.

CBS LEASES THEATRE

CBS has leased Mansfield Theatre, New Yo for five years as television studio. When tered for TV, theatre will seat 850, will used principally for variety and musical sho

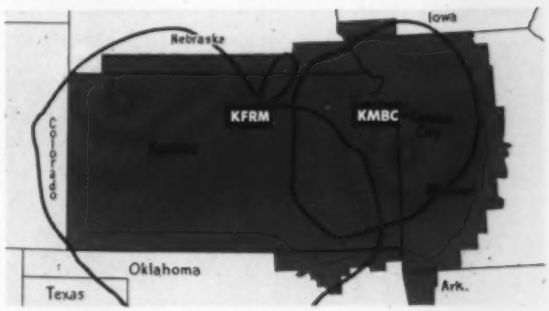
NAMED BY TWO STATIONS

H-R REPRESENTATIVES INC. appoint national representative for WONS Hartf Conn., effective Sept. 1, and for WFBG toona, Pa., effective Sept. 9.

GREY ADV., New York, preparing fall ra campaign using women's participation sho for Admiracion shampoo.

THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 146,000 telephone interviews in one week by Conlan—just off the press—shows The KMBC-KFRM Team even further ahead of its nearest competitor than a year ago!

It's one of the most comprehensive listener studies ever made, and one of the most revealing. It provides irrefutable proof of The Team's outstanding leadership . . . current proof . . . not moth ball evidence. Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC